

73rd Year

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**The Spice Mill**

February, 1950

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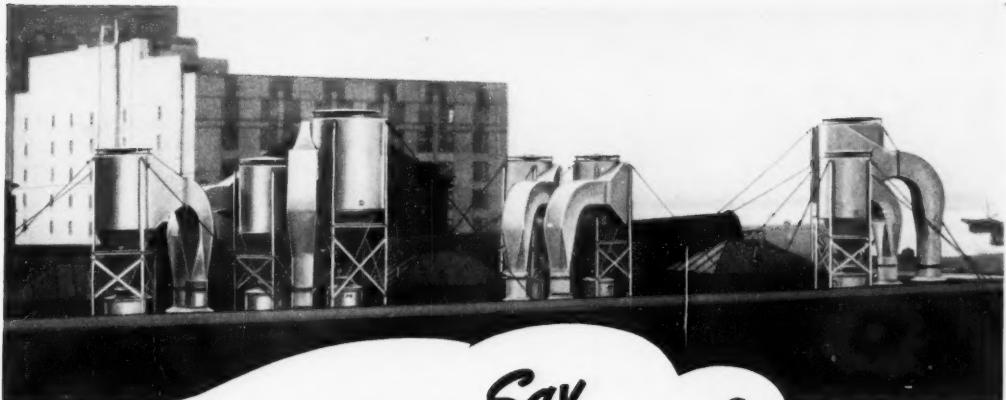
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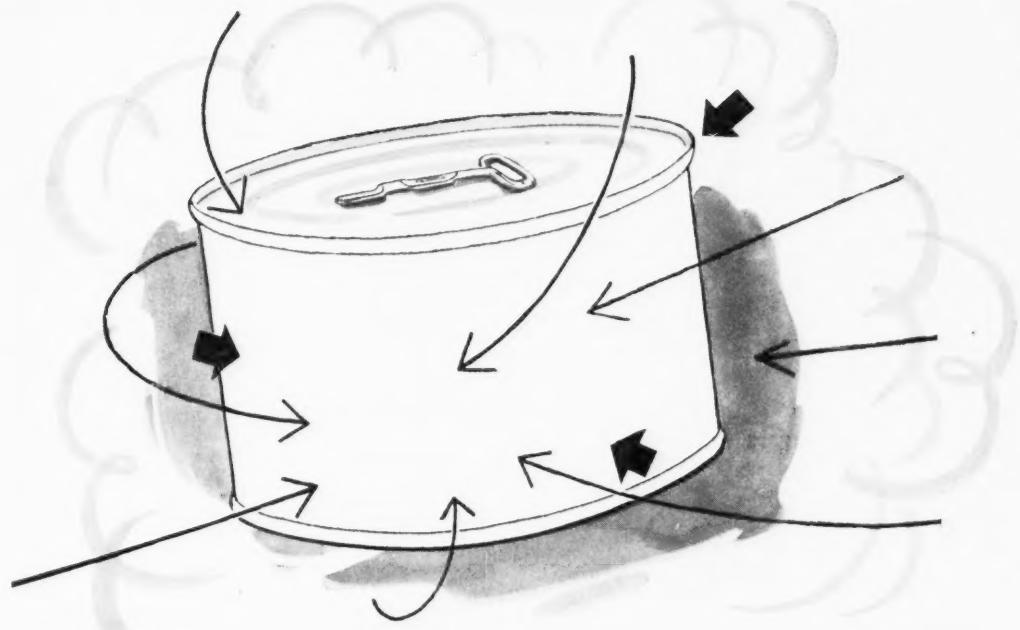
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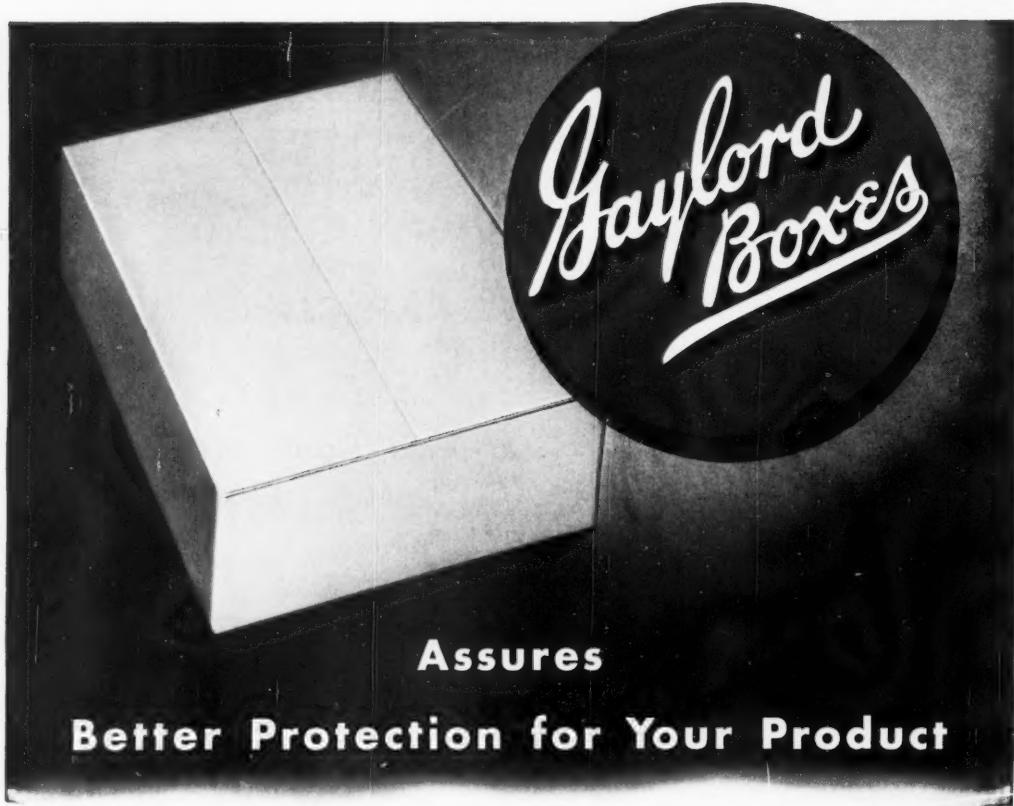
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### 11—SEALING TEXTBOOK

This little textbook on the sealing of corrugated and solid fiber containers has four chapters: 1. Adhesives—Hand Sealing and Automatic Sealing; 2. Gummied Paper Tape; 3. Metal Staples and Staples; 4. Metal Straps or Wire. The 36-page book is available free from the Robert Gair Co., Inc., 155 East 44th Street, New York 17, N. Y.

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FEBRUARY, 1950

73rd Year

Formerly THE SPICE MILL

Vol. 73, No. 2

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and the flavor field

FEBRUARY 1950

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73rd Year



T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

# The continuous roaster

Always vitally interested in roasting techniques, the coffee industry has been cocking an attentive ear to stories about the continuous roaster. Here are the facts about the process.

By PAYSON MAC KAYE, Secretary  
*Jabez Burns & Sons, Inc.*

The new continuous coffee roasters are designed for quantity production in plants where a single grade or blend may be processed for a reasonable length of time.

Changes of grade or blend are easily made without interrupting production—but where such changes are frequent, the batch roaster is recommended.

The new machines bring—in addition to the recognized advantages and economies of continuous operation—the most advanced method of processing for complete development and ultimate cup quality, combined with automatic operation and precision control.

The continuous process carries the Thermal principle of rapid roasting at low temperature a long step forward. The average roasting period has been reduced approximately 70 per cent, and the temperature of the heating medium 40 per cent, with consequent marked improvement in the product.

Installations in regular service from coast to coast in the United States—and abroad—have proved so successful that a number of users have already ordered additional units.

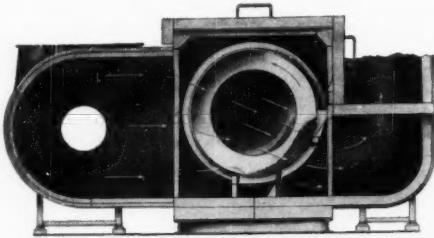
The major features of the continuous roaster may be summarized as follows:

1. A combined roaster and cooler which provides automatic operation under precise control with a minimum of attention.
2. A shorter roasting period than has heretofore been possible in commercial production—preserving volatile aromatics that are driven off by longer roasting and high temperatures.
3. Roasting at lower temperatures than has been possible before—so preventing degeneration of surface fats and waxes and the natural anti-oxidants in the bean.
4. A "showy" development of the coffee and complete uniformity of the roast—hour after hour.
5. An appreciable improvement in cup quality.

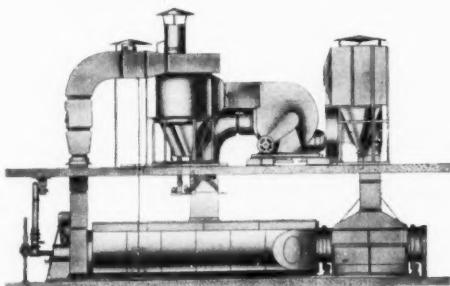
In brief, the continuous method has more than retained that close control of development, appearance and cup-quality which hitherto the coffee trade has identified only with Thermal batch roasters. At the same time, it has stepped up plant efficiency.

The continuous roaster utilizes a technique of heat transfer which completely compensates for differences in moisture content and other variations in the coffees that make up the blend. For example, in roasting mixtures of old and new crop coffees. Whether straight coffees or blends of any proportions are roasted, the continuous gives equally satisfactory results. Changes from one blend to another, without break in the continuous production, have not proved difficult and do not call for any special skills.

One model of the continuous roaster, (No. 21) roasts and cools up to 9,000 pounds (green weight) per hour. A



How heated gases are drawn through the coffee beans in the perforated, helical-flanged cylinder and then into the recirculating system of the continuous roaster.



Left side elevation of one of the continuous roasters, showing the relationship of the recirculating and cooler fans and the respective collectors on the roof.

roasting period of five minutes is recommended. The outfit occupies about the same floor space as a batch system handling an equal volume of production.

When, because of the characteristics of certain coffees, it is necessary to lengthen the roasting period, the speed of roasting may be regulated by adjusting the cylinder speed. Likewise, production rate may be reduced by regulating feed and heat input, without affecting the roasting period or the quality of the roast.

Another model of the continuous roaster (No. 11) has a capacity up to approximately 4,500 pounds (green weight) per hour. The same five-minute roasting period is recommended as for the larger roaster.

The burner in the continuous—true also of that used in the original Thermal process—is located in a chamber separate from the cylinder. Therefore, neither the product nor the metal cylinder in which it is roasted is exposed to radiant heat or direct-flame temperatures.

Heat transfer is effected by essentially inert gases, recirculated at extremely high velocity. The insulating film of

occluded air on each coffee bean is washed "thin" by the rushing stream of gases, thereby greatly increasing the rate of heat absorption. The number of heat units required to develop the coffee to final color is transferred within a matter of minutes, at relatively low temperatures. In fact, the controls should be adjusted so that the heated gases in contact with the roasting coffee are at temperatures as low as 500° Fahrenheit.

With the operating temperature down to new low limits, and the roasting period shortened to a new minimum, the continuous method develops all of the most desirable flavor characteristics in every coffee bean—without driving off the more volatile of these valuable aromatic elements. Such complete development, maintained unvaryingly under precision control, ensures a new high standard of perfection in the quality of the roast.

#### More "showy" roast

The roasted coffee is distinguished by a more "showy" development (swelling of the bean) as well as uniform color. In the individual bean, this uniformity in color extends from its center to the surface and over the whole surface. Color of the grind matches the color of the roast.

All continuous users agree that the improvement of cup quality realized in Thermalco batch roasting (over older roasting methods) is further enhanced by the continuous process.

Accurate control of color is maintained by an automatic instrument which periodically samples the temperature of the heating medium and compensates immediately for any change in temperature. The instrument may be instantly adjusted to lighten or darken the color of the coffee as may be indicated by inspection of the roasted coffee at the discharge end of the machine.

By this precise regulation, the heat input is held constant at any desired rate.

The continuous roaster is, basically, a sealed, horizontal, rotating cylinder divided into a roaster section and a shorter, cooling section.

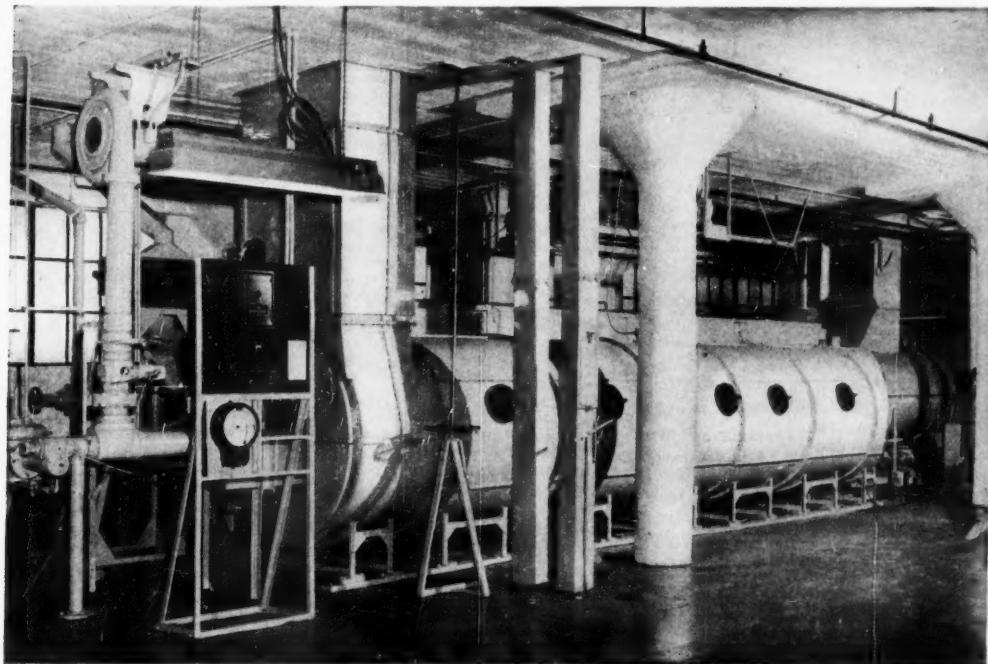
Green coffee is fed into the roaster, from storage hoppers above the machine; passing first through a mechanical feeder which maintains a uniform rate of flow. This feeder is adjustable for any capacity within the operating range of the roaster. It charges the rotating cylinder with successive small batches so that spaces between the helical flanges will contain equal quantities of coffee. The larger roaster, for example, normally receives about 15 pounds per batch.

While the coffee moves through the cylinder—with travel governed by cylinder speed of rotation and the helical flange construction—the heated gases are drawn through it. Meantime, the beans are properly agitated to assure uniform heat transfer. The heated gases then pass into a sealed duct at the opposite side. They are returned—partially cooled—through a special cyclone collector, to the burner chamber for recirculation. The collector has removed from the gas stream all chaff, which otherwise might burn in the roaster.

The amount of heat applied at various stages in the development of the product, is accurately controlled by design features of the machine itself and by precision instruments. A factor in the vital control of uniform heat transfer is the relatively small volume of coffee in the cylinder, at any moment of operation.

At the forward end of the roasting cylinder, the fully developed product passes through an air-lock into the cooling section of the cylinder. This highly efficient air-lock mini-

(Continued on page 36)



One of the West Coast installations of the continuous roaster.

---

## *A Coffee Quiz (No. 4)*

### **Question:**

What should the roaster expect from his coffee broker and agent, above all else?

### **Answer:**

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# Progress report: Coffee vendors

Coin-in-the-slot machines are now absorbing about 10,000 pounds of coffee a day—and will be taking much more by the year's end

In the fall of 1946, a United States still tussling with readjustment hangovers was told that automatic coffee vendors were in the offing. One year later we were able to report in these pages ("Nickel-in-the-Slot Coffee," The Spice Mill, January, 1947, issue, Page 15) that coin machine coffee had chipped out for itself an energetic toehold.

That toehold has since been hacked into a foothold. Automatic coffee vending is, beyond doubt, here to stay.

It has become a substantial industry. Vend, the magazine of automatic merchandising, last month put the number of machines on location throughout the country at 2,400.

Those machines are probably dispensing about 500,000 cups of coffee a day. This is the figure indicated by operators of the units, who tell us that 200 cups a day for a single machine is a conservative yield. If a vendor produces less than that, the operator tries to shift it to another location.

Coin-in-the-slot units are therefore absorbing from 9,000 to 10,000 pounds of coffee beans a day. These are the figures arrived at by the two coffee firms which supply most of the coffee sold to the vending field. Each firm said it took a conservative cups-to-the-pound ratio in figuring the coffee absorption.

Hot weather is no boon to machine-vended hot coffee. The industrywide slump resulting from this seasonal factor is yet to be charted. Nevertheless, one source said the yearly figure on coffee consumed by automatic vendors is probably in the neighborhood of 3,000,000 pounds. This can be considered very much an off-the-cuff estimate.

## Quick growth

You can be sure, however, that automatic coffee vending, which has yet to celebrate its fourth birthday will continue to grow.

When we reported on this field in October, 1947, one company had begun production of the vending machines, two firms had developed pilot models, and several other companies were in still earlier stages of experiment.

Today five companies are actually turning out machines and offering them for franchise or sale. A sixth firm, even though it shows its coffee unit at automatic vending expositions, is not yet in quantity production.

The lure of universal coffee acceptance is still drawing entrants. At least two companies are working on units with which they hope to get into the running.

Some firms have decided automatic coffee vending is too much for them. They experimented with machines, let word get out that they were coming into the field, then changed their minds and backed away.

The five automatic coffee vendors now in production use soluble coffee—three in liquid form (one freezes the liquid until it gets to the machine) and two as powders.

Basically, operation of the machines is similar. When a coin is inserted into the unit, the mechanism mixes hot water and soluble coffee, with or without cream or sugar, according to the buttons pressed, and delivers the beverage in a paper cup to the customer.

The fact that the beverage is brewed from a soluble is, of



"Each cup freshly made" boasts the Koffee King, which heats the water for each serving only after the coin is in the slot.

course, a weakness. The taste is similar to, but not the same as, regular coffee. The advantages of automatic vending—continuous availability, ease of operation—seem to be enough now to overcome the handicap, especially since the vendors in most instances open up new territory and don't replace regular coffee service.

Nevertheless, attempts are underway to find a solution which combines automatic coffee vending with regularly brewed coffee.

One answer, we are informed, is now being merchandised by the Jiffy Java Co., El Monte, Calif. This firm's device is a coffee dispenser only, while the other units both brew and dispense. The coffee served by the Jiffy Java machine in response to a coin in the slot is regular coffee, brewed elsewhere and brought to the unit.

One firm, with the aid on and off of coffee men, has been working doggedly for years to put out a machine which will brew actual coffee and dispense it automatically. Such a device may be not far off.

## Not coffee people

The pattern of automatic coffee vending has become pretty well set. The people who make the machines and who operate them—generally they are not the same people—are not coffee men. In the main they come from the automatic merchandising field, and some of the manufacturers and operators are also interested in the vending of other items, from candy to postage stamps.

The coffee machines did, however, pump some energetic new blood into automatic merchandising, especially the manufacturing end. The principals in the largest firm for example, are two ex GI's, new to the field.

At the Atlantic City convention last November of the National Automatic Merchandising Association, operators

were showing more interest, not less, in the coffee units.

Each of the six manufacturers exhibiting these vendors revealed production plans which, if carried out, will make a record number of coffee vendors available for placement during 1950.

The leading producer of these machines, Rudd-Melikian, Inc., indicated that the production rate then current at its Philadelphia plant was about 100 units a month. Rudd-Melikian first in commercial production of coffee vendors, has grown to the point where it holds conventions of its own franchise operators.

At the automatic merchandising show, Rudd-Melikian displayed a combination coffee and cold drink vendor and a new, compact Kwik Kafe unit which dispenses only coffee.

Futuramic Machines, Inc., demonstrated its new Koffee King, which heats each portion of water individually seconds before the finished brew is dispensed. Quoting the National Coffee Association's recommendation that fresh water be used for making coffee, Futuramic declared in bold headlines on one handbill that "ONLY KOFFEE KING BREWS FRESH COFFEE IN ACCORDANCE WITH THE GENERAL RECOMMENDATIONS OF THE NATIONAL COFFEE ASSOCIATION."

Futuramic indicated that a production rate of 50 units a

#### WHO MAKES AUTOMATIC COFFEE VENDORS? HERE'S ANSWER . . .

These five companies are actually producing automatic coffee vendors for sale or for franchise operation. The name of the machine is listed, if there is one, and the form of soluble coffee the unit uses:

American National Dispensing Co., Lansdale, Pennsylvania. Powder.

Interstate Associates, 6061 Santa Monica Boulevard, Los Angeles, California. Hot-o-Mat. Liquid.

Futuramic Machines, Inc., 20 East 35th Street, New York City. Koffee King. Liquid.

Bert Mills Corp., 400 West Madison Street, Chicago, Illinois. Coffee Bar. Powder.

Rudd-Melikian, Inc., 1947 North Howard Street, Philadelphia, Pennsylvania. Kwik Kafe. Frozen liquid.

The following company has displayed a coffee vendor at exhibitions, last November indicated it would be in quantity production in 90 days.

Master Chef Automatic Machines, Inc., 1415 Commerce Building, Kansas City, Missouri. Pelle's.

The following company makes a unit which dispenses regular coffee brewed elsewhere and stored in the vendor:

Jiffy Java Co., 1218 South Chico Avenue, El Monte, California.

#### AUTOMATIC TEA VENDORS MAKE DEBUT IN NEW YORK SUBWAYS

Tea has joined coffee as a beverage vended by coin-in-the-slot machines.

Last month two automatic vendors dispensing hot tea with lemon for a nickel were put into operation in two New York City subway stations—14th Street on the Eighth Avenue line, 34th Street on the Sixth Avenue line.

The machines, developed and operated by Chick's Drinks, Inc., use a tea syrup invented by Michael J. Fornatora, the firm's secretary-treasurer.

The lemon, too, is liquid, pure juice which is incorporated into the syrup.

When a nickel is inserted into one of the units, the machine mixes the tea syrup-lemon juice combination with hot water and serves the beverage in a paper cup.

The syrup is made up in large batches, according to the Fornatora formula, by the Atlas Syrup Co., Bayonne, N. J., which also prepares other syrups—soft drinks mostly—for Chick's Drinks dispensers. Tea for the syrup, it was reported, is supplied by Lipton.

"It's going over big, very big," said the president of the vending machine company, Chick Meehan, who was once second baseman for the Boston Braves and later was football coach for N.Y.U. and Manhattan College.

In the summer, Mr. Meehan declared, the machines will be switched to serving cold tea. The vendors are equipped with a patented Fornatora converter which, at the throw of a switch, heats the water or chills it.

Hot tea is served at a temperature of 135 degrees, seven degrees warmer than hot chocolate is dispensed. Mr. Meehan believes hot tea should be "sniffed at and inhaled" as it's being drunk, and therefore should be drunk slowly.

Another Fornatora, Salvatore G., is general manager of Chick's Drinks.

The two tea dispensers are only the beginning, Mr. Meehan indicated. Many more will be placed during the year.

week would be adhered to at first.

Interstate Associates exhibited its Hot-o-Mat, which dispenses both coffee and hot chocolate. Most of the Hot-o-Mats turned out have been placed on the West Coast. With the then current output of machines at 100 a month, new placements were being made in the Midwest and East, the company declared.

The Bert Mills Corp., which displayed its Coffee Bar, claimed a production rate of 15 to 18 units a day.

The American National Dispensing Co. exhibited a hot coffee vendor on which deliveries were scheduled to begin in December. During 1950, the company indicated, they were aiming at a production goal of 1,000 machines.

A sixth coffee vendor exhibitor, Master Chef Automatic Machines, Inc., admitted according to one report, that its unit was at that time at least 90 days away from quantity production. The Master Chef vendor, unlike the others, uses coffee pellets, rather than liquid or powder.

#### Restaurant dispensers, too

Although automatic coffee vending is still young, it is already beginning to spread into other fields. Two companies have announced dispensers for restaurants. These units serve coffee at the turn of a faucet and, since they brew from a liquid concentrate, eliminate the problem of grounds (see: The "On the Menu . . ." department in this issue.)

When coffee prices rose drastically last fall, automatic coffee vending reacted, too. Some of the operators changed their per cup price from five cents to ten. Others tried to maintain their margins by cutting down on the cost of each serving.

Bert Mills offered a solution which, he said, upped the operator's profits on the Coffee Bar by 16 per cent—from a gross profit of \$25 per 1,000 cups to \$29. Yet the price per cup to the customer was kept to five cents.

The double-wrapped cup has always been the largest

(Continued on page 57)

# Byrne, Hendrickson & Co.

## Coffee

NEW YORK

Cable Address:  
"VICAFE"

MEMBER OF  
**NCA**

104 Front Street

Agents for Reliable Shippers in Producing Countries

Specializing in  
**BRAZILS**  
**COLOMBIANS**  
**VENEZUELANS**

Agents for:

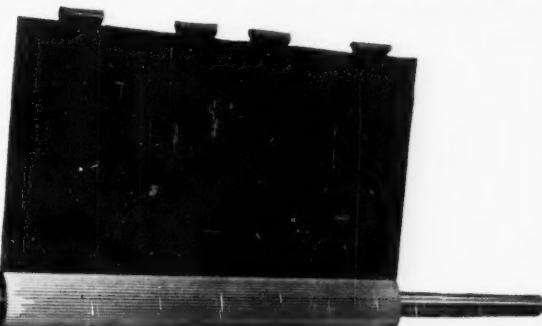
**MORGAN SOUTTER & CIA., LTDA.**  
SANTOS

## MOORSPEED ROLLS — TIME TESTED

WHEN YOU BUY MOORSPEED ROLLS  
YOU RECEIVE QUALITY PLUS

- 1—MOORSPEED ROLLS have heavy duty spherical ROLLER BEARINGS
- 2—MOORSPEED ROLLS are made with highest quality extra chill IRON ROLLS
- 3—MOORSPEED ROLLS have accurate, perfect-form corrugations
- 4—MOORSPEED ROLLS are equipped with heavy duty cast BEARING MOUNTS

MOORSPEED ROLLS have been successfully tested by some of the largest mills in the country. Our specialty is machining rolls for ROLLING — FLAKING — GRINDING — CRUSHING — CRIMPING. The vast experience and huge machine shops of our company are available to meet any problem you may have in engineering, maintenance or operation.



### REPRESENTATIVES

Reid-Strutt Inc., 1015 S.E. Stark St., Portland, Ore.  
Halverson Corrugating Wks., 232 Lucy St., Salt Lake City, Utah  
C. Wilkinson & Son, 1205 Lindale Ave., Drexel Hill, Pa.

WRITE TODAY FOR BULLETIN (ROSME)  
AND A SAMPLE OF BARLEY ROLLED  
THROUGH MOORSPEED ROLLS

## MOORE DRY DOCK COMPANY

### INDUSTRIAL MACHINERY DIVISION

FOOT OF ADELINE STREET

OAKLAND 4, CALIFORNIA

## Coffee trade groups challenge Gillette on price, crop figures

Senator Guy Gillette has lost none of his talent for rubbing the coffee industry the wrong way. Last month, eight days before an announcement on additional funds for his subcommittee, the Iowan went headline hunting.

He told the press his committee had learned from the Commerce Department that the price of coffee at points of export showed very little variation last year.

He added that his committee had obtained from the State Department an estimate that the coffee crop in Brazil this year will be almost 15,000,000 bags, some 2,000,000 more than last year.

He said there were indications "some speculative interests are still manipulating the coffee market."

The coffee industry read these declarations with amazement, and promptly made it clear that the senator was talking through his hat.

The National Coffee Association, in a statement to the press, flatly denied there was any truth in the claim that speculative interests were manipulating the coffee market. As for the senator's figures on prices and stocks, NCA Secretary-Manager W. F. Williamson pointed out that they were "purely fanciful and had no basis in fact."

The fact was, Mr. Williamson explained, that coffee prices in producing countries had increased by more than 100 per cent. He said the statement that Brazil would produce 2,000,000 bags more coffee in 1950 than in 1949 was not supported by any governmental or private reports.

"The coffee trade strongly resents the statements of the

senator as reflecting on a great American industry whose primary effort has been to keep prices to the consumers at the lowest possible level," Mr. Williamson said.

New Orleans, second largest coffee port, unlimbered its own blast. In a wire to Senator Gillette, the New Orleans Green Coffee Association said the Iowan's statement on coffee prices in producing countries was "definitely incorrect."

"It is a matter of record," the association pointed out, "that green coffee in all producing countries at the points of export advanced during 1949 approximately 100 per cent, and naturally roasters replenishing inventories had to pay this advance."

The senator's figures on Brazil's crops were equally off the beam, the New Orleans trade indicated. "You failed to state that during 1949 Brazil exported almost 20,000,000 bags of coffee, so that the reported 15,000,000 bag Brazilian crop can hardly be considered adequate," the wire went on.

"We certainly do not object to an unbiased investigation of the coffee situation, nor to the publication of facts clearly established thereby. We do strenuously object to the frequent statements attributed by the press to your office, most of which seem to be simply expressions of personal opinion or personal interpretation and many of which, such as the cited instances, are factually incorrect and grossly misleading."

The green coffee men found it necessary to inform Senator Gillette that his "official position lends undeserved credence to these statements, which are confusing to the consumer, injurious to the entire coffee industry and, as you must know, add nothing to continental solidarity nor to cordial relations with our 14 great coffee producing neighbors of the Western Hemisphere."



QUOTATIONS? — OF COURSE!  
SAMPLES? — GLADLY!

### GREEN COFFEES

CUP SELECTIONS  
SPOT AND SHIPMENT

R. C. WILHELM & CO.  
INCORPORATED

109 FRONT STREET, NEW YORK 5



Two of the three-column by 14-inch "personal message" ads

# Personal approach sells coffee

*By W. MC KENNON, New Orleans Representative  
Coffee and Tea Industries (The Spice Mill)*

Probably many a coffee packer has felt his sales would go up if only he could get across to the public some glimmering of the care, the years of experience that go into the making of his blend.

We know, now, that the idea is very sound indeed. It has been demonstrated by George Foltz, Sr., of the Foltz Tea and Coffee Co., New Orleans. Working with his advertising agency, Sewell, Thompson and Claire, Mr. Foltz developed an effective technique for letting the public know about his long experience in the field of coffee roasting, and it paid off in increased sales.

Early last year the three New Orleans daily newspapers, *The Item*, *The New Orleans States* and *The Times-Picayune*, were given a series of Zodiac Coffee advertisements. Layout and copy had been carefully planned by Mr. Foltz, his son and the advertising agency.

One ad, a half-page in three colors scheduled to run eight times, had a familiar Folta approach: premiums. The others in the series, each tabbed to run twice in each of the newspapers, had a new, fresh appeal.

They were informal, personal messages from George Foltz, Sr., to the public.

The first ad showed Mr. Foltz seated at the testing table, and the head is: "I've roasted coffee for 40 years." The

ad goes on: "I now invite you to try the finest coffee I've ever roasted. This blend has strength, taste, quality, pressure pack—everything you've wanted."

In the main body of the copy the ad talks about ". . . the coffee I am now roasting . . . My Zodiac Coffee . . . Even we old-time coffee roasters are thrilled . . . I am packing our Zodiac Coffee in the new pressure pack can." Personalized, throughout—and the copy, at the bottom, gives Mr. Foltz's name as a letter carries a signature.

Another ad in the series, under the head, "I roast my Zodiac Coffee to suit your taste!" reads like this: "For many years I have personally knocked at thousands of doors and talked about coffee . . . I give you in Zodiac the flavor you've asked for! . . . Since I was a young man, you've seen me riding coffee trucks in and around New Orleans. Many of the readers of this advertisement know me personally. I am still riding a truck at every opportunity, because I like to talk to people about coffee . . ."

"Learned where . . ."

A third ad declares: "My secret blend is the result of 40 years experience in roasting coffee. I have learned where to get the green coffees I want to make a rich, satisfying cup!"

The personal approach was not arrived at in a hit or miss fashion. A "pre-valuation" study was made using a series of six blind ads. A questionnaire was worked out to determine which of the ads provided the greatest inducement to the housewife in making a decision to change her coffee.

The two ads which took the lead very quickly were the ones featuring premiums and the personal appeal.

Response to both types of ads, when they were actually run in the newspapers, was enthusiastic and gratifying. They brought a decided increase in sales.

The only other media used was direct mail. A folder on chinaware premiums was sent to consumers on the out-lying routes and to addresses from the telephone red book.

Premiums have long been a major weapon in the merchandising of Foltz coffees. During the war, however, this feature was of necessity discontinued. By 1949 the situation began to clear, with more and more premium gifts available from the manufacturers, particularly the open stock chinaware that had been the basic Foltz premium for many years. With this chinaware coming through, it was decided to launch a heavy campaign.

For three coupons and 98 cents, Foltz offers the consumer Unit No. 1 (a cup, saucer, flat plate and soup plate) or Unit No. 2 (a vegetable dish and platter). These premiums are obtainable directly from a Foltz truck, the local grocer or the Foltz offices in New Orleans. The trucks and the grocers distribute the greatest proportion of the premiums.

### Routes . . .

Starting in business with a small grocery store and a neighborhood rolling store, Mr. Foltz went into coffee roasting, and enlarged his operations by building profitable routes through his own efforts. These routes were then turned over to salesmen-employees.

With the exception of two trucks, Foltz owns the machines used by the salesmen-employees, who cover a 150-mile radius around New Orleans. These salesmen are paid salary and commission and call on the consumer each week throughout the year. No difference in sales or response has been noticed between the salesman-owned trucks and the company-owned trucks, both being satisfactory.

Operating now with a completely modern plant in the  
*(Continued on page 48)*

## Spot Coffee Prices in the New York Market during 1949

Monthly Averages, High and Low, in U.S. Cents per Pound

	Q. I. N.	F. E. & G.	M. A.	A P R I L	M A Y	J U N E	J U L Y	A U G.	S E P T.	O C T.	N O V.	D E C.	T E A T L Y	A V E R A G E S	M. I. S.	L. O. D.
BRAZIL																
	Santos Type 2	25.00	28.60	28.00	27.75	28.05	28.35	29.25	25.90	31.75	37.81	54.20	52.80	33.81	55.00	27.75
	Santos Type 4	27.00	31.75	26.50	26.30	26.20	27.00	27.75	28.75	31.25	37.81	54.20	52.80	33.81	55.00	27.75
	Minas Gerais	28.00	31.75	27.50	27.25	27.10	28.00	28.75	29.50	31.25	37.81	54.20	52.80	33.81	55.00	27.75
	Belo	16.70	15.25	15.75	15.80	16.00	[*]	[*]	[*]	[*]	[*]	[*]	[*]	[*]	[*]	16.70
	Rio Type 7	17.20	17.25	17.10	17.25	18.00	18.25	18.50	18.75	19.00	21.50	24.00	21.20	21.20	16.75	15.75
	Rio Type 8	14.75	15.00	14.75	15.00	15.25	15.50	15.75	15.75	15.75	16.00	16.00	16.00	16.00	16.00	15.75
COLUMBIA																
	Medellin	25.40	32.65	30.50	31.55	30.65	31.10	31.55	34.35	35.50	38.00	56.40	56.00	37.65	58.00	31.00
	Armenia	25.40	32.65	30.50	31.55	30.65	31.10	31.55	34.35	35.50	38.00	56.40	56.00	37.65	58.00	31.00
	Manizales	33.15	38.45	32.35	31.30	30.40	32.50	33.50	34.00	35.50	36.50	56.00	55.80	37.41	57.50	30.75
	Girardot	32.95	32.75	32.15	31.05	30.20	30.75	31.30	33.50	35.50	37.50	55.55	55.20	37.16	57.00	30.50
COSTA RICA																
	High grade	33.40	38.85	31.80	31.80	30.95	30.95	31.55	34.00	35.50	37.65	55.00	55.00	37.49	58.00	31.00
	Washed low grade	31.90	31.05	30.80	27.80	30.00	30.55	31.00	31.50	32.00	32.50	50.50	50.50	34.74	57.00	27.50
DOMINICAN REPUBLIC																
	Washed	26.95	27.60	27.05	26.35	26.75	27.15	27.45	28.00	29.20	30.00	51.00	50.50	37.18	52.00	26.00
	Natural	25.00	25.00	24.50	24.50	24.15	24.50	24.40	25.00	25.00	25.00	51.31	44.00	42.00	26.50	24.00
Ecuador																
	Natural	20.00	19.50	18.00	18.00	19.70	20.50	21.00	21.50	23.00	23.50	31.00	44.00	42.00	23.50	18.00
EL SALVADOR																
	Washed high grade	26.30	28.75	22.00	26.55	26.75	21.90	22.55	23.50	35.00	36.34	55.20	55.00	36.76	57.00	30.25
	Natural	26.30	28.75	22.00	26.55	26.75	21.90	22.55	23.50	35.00	36.34	55.20	55.00	36.76	57.00	30.25
GUATEMALA																
	Cour washed	29.05	30.35	30.20	29.30	29.70	29.50	30.50	31.15	32.00	32.31	50.40	52.30	34.00	54.00	29.00
	natural	28.05	29.35	29.00	28.00	28.10	29.50	30.50	31.15	32.00	32.31	50.40	52.30	33.84	52.00	28.50
HAITI																
	washed	28.40	27.95	27.55	26.70	26.75	27.15	27.40	28.75	30.00	35.24	51.00	50.50	32.42	52.00	26.50
	Natural (local)	23.75	23.75	24.00	23.30	23.70	23.50	23.75	24.50	25.00	26.75	44.00	43.00	22.00	46.00	23.00
MEXICO (unashed)																
	Cortez	29.15	32.35	30.50	31.20	31.15	32.05	32.50	33.50	35.15	39.06	55.00	55.50	36.94	57.00	30.50
	Tepicchile	30.20	31.40	31.35	30.40	30.75	30.85	31.35	32.40	33.75	37.75	54.00	53.50	35.08	55.00	30.75
NICARAGUA																
	Washed	20.40	27.65	28.20	28.20	27.70	28.00	28.20	28.60	30.00	35.88	52.00	52.00	33.11	54.00	27.00
VEZUELA																
	Tatira washed	30.40	31.95	30.00	30.55	31.15	31.95	32.45	33.65	35.00	39.19	55.10	55.00	36.70	57.00	30.00
	Esmeralda natural	26.00	26.10	26.15	25.50	26.50	26.50	27.10	28.65	29.55	34.00	48.00	48.10	31.14	50.00	25.00
	Tigreja	34.00	34.00	24.75	24.75	23.50	23.50	23.50	23.50	23.50	23.50	45.00	45.00	28.71	46.00	23.75
PURUÉNA																
	Washed	30.00	30.75	31.40	30.70	30.55	31.00	31.70	32.00	32.00	32.00	48.00	48.00	32.00	48.00	30.75
FORT. DA FONSECA																
	Asuncion	20.15	16.95	16.50	15.75	20.20	20.50	21.05	22.45	24.95	30.13	44.40	41.80	23.43	46.00	16.50
PERU																
	Cusco	34.00	33.70	30.00	33.00	33.00	34.00	34.00	35.40	39.75	55.00	55.00	38.03	46.00	32.00	

(\*) Domestic unquoted. (\*\*) Last quotation May 1949. (\*\*) Last quotation September 1948.

Pan-American Coffee Bureau

## Premium offers by U. S. coffee, tea distributors in 1949 are summarized

The following premiums were offered by coffee, tea, spice and flavor distributors during 1949, according to data published in these pages and a compilation in Premium Practice & Business Promotion. The details given in order, are the name of the distributor, the product being promoted, the premium item, the terms of the offer.

**American Stores Co.**, three brands of coffee, 24-piece tableware set, \$10 trade card and \$3.98, \$13 cash prizes, best statement on blank form, with proof of purchase.

**American Tea & Coffee Co., Inc.**, American Ace Coffee, four-piece silver-plated place setting, proof of purchase and 70 cents.

**Amred Products Co.**, Amred Vanilla Flavoring, Pyrex cake dish, with purchase.

**C. W. Antrim & Sons**, Old Mansion Coffee, plastic coffee measure and instruction booklet, with proof of purchase.

**Batterton Coffee Co.**, Royal Cup Coffee, plastic apron for 15 coupons, nylon stockings for 20 coupons and 60 cents, bath towel for 20 coupons.

**Blue Plate Foods, Inc.**, Coffee, three-piece silver-plated place setting, proof of purchase and 50 cents.

**Brownell & Field Co.**, Autocrat Coffee and Tea, rain-cape, coupon and 50 cents.

**Browning and Baines**, Hygeia Coffee, tea towel, can strip and 25 cents.

**Bursley & Co.**, Coffee, Apron, proof of purchase and 25 cents.

**Certified Brands, Inc.**, Fleming's Coffee, plastic mittens, can strip and 25 cents; five plastic bowl covers, can strip and 25 cents.

**Commercial Coffee Co.**, H & K Coffee, baseball ticket, \$1.35 cash or 40 coupons.

**Community Coffee Mills**, Community Coffee, 48-cup coffee urn, 1,750 bags.

**Consolidated Grocers Corp.**, Coffee, plastic spoon or fork with package; \$50,000 in prizes to salesmen for topping quotas.

**Cook Coffee Co.**, Coffee, four plastic hangers for securing a new customer.

**Duncan Coffee Co.**, Admiralty Coffee, coffee-maker at half price and coffee free; glass jug with one pound purchase; refrigerator water jar with similar purchase; ivory coffee mug, also with one pound purchase; auto, dishwasher, television set, seven six-months supply of coffee, best entries in, "secret ingredient" contest, with proof of purchase.

**Albert Ehlers, Inc.**, Ehlers' Coffee, three-piece setting stainless steel tableware, proof of purchase and 50 cents.

**Fred Fear & Co.**, Burton's Vanilla Extract, slicer, box-top and 50 cents.

**Federated Foods, Inc.**, Freshway Coffee, apron, coupon and 50 cents.

**Fleetwood Coffee Co.**, Fleetwood Coffee, 18-piece tableware set, 169 with purchase.

**J. A. Folger & Co.**, Folger's Coffee, initialed ball-point pen, can strip and 50 cents.

**Foltz Tea and Coffee Co.**, Zodiac Coffee, dinner plate, three coupons.

**Food Fair Stores, Inc.**, baking dish, one-half retail price, with purchase.

**General Foods Corp.**, Bliss Coffee, five seed packets, proof of purchase; Maxwell House Coffee, Make-a-drum kit, can strip and 15 cents; salad fork and spoon, can strip and 25 cents; three plastic scoops, can strip and 25 cents; four initialed silver-plated spoons, label and 50 cents; Maxwell House Tea, cameo brooch, box-top and 25 cents; ball-point pen and key ring, box-top and 25 cents; (Continued on page 23)

## Out of the Grinder

**146 Ways:** There are 46 ways to make coffee, said Macy's, New York, last month in an advertisement which included a plug for a Coffee Clinic conducted in the Basement's Home Center by Peg Lawless Brennan, free lance home economist.

"Peace, peace—to each his own," the ad declared. "It's a free country, we say. And we're Macy's, the greatest democracy in coffee-making you've ever seen."

This is tolerance, of course, but it is still a fact that some ways of making coffee are better than others. While the ad gave no hint of this truth, Mrs. Brennan, a glamorous kind of homemaker, did.

At the Coffee Clinic she pointed out, over somewhat strident competition from a nearby demonstration of fabric used in baking, that some ways of making coffee were very good, and that other methods, like boiling, were very bad. She offered suggestions on making coffee—by the drip method, steeping, percolator and vacuum—which were in line with the recommendations of the National Coffee Association. In fact, she passed out copies of the NCA booklet for housewives on brewing and, while they lasted, the NCA standard coffee measure.

After the first session of the Coffee Clinic, Mrs. Brennan confided, she was convinced there were not 46 ways to make coffee, but 146 ways. To a member of the trade, the comment seemed cogent evidence of the vast amount of coffee education still needed among the nation's consumers.

**Coffee Ad Readership:** Can coffee ads win readership in competition with the advertising of other products? Yes—and even show them its heels. A McLaughlin's Manor House Coffee ad in the October 27th issue of the Chicago Sun-Times won top readership among women, 43 per cent, according to the Continuing Study of Newspaper Reading conducted by the Advertising Research Foundation.

**How Many Coffee Beans in a Pound?** Knowing the answer is important to you, suggests R. E. Williams, president of the B. F. Gump Co., Chicago. Mr. Williams points out that "if you are weighing your coffee with equipment that doles out 1/8 ounce overweights, you are giving away about 32 beans with each pound—one pound of coffee for every 128 pounds packed."

Giving away approximately 100 pounds of coffee with each 12,000 pounds packaged is a substantial piece of change at today's costs, Mr. Williams holds, an opinion coffee men will heartily, some of them worriedly, endorse.

Mr. Williams says that coffee plants equipped with Bar-Nun "Auto-Check" Net Weighers are not penalized by such excessive overweight losses, because these extremely accurate weigh-

ing units are guaranteed to maintain accuracies to within 1/64 of one ounce for the 2 1/2 to five ounce packets, and 1/32 of one ounce (plus or minus) for the one-pound units of whole bean or any grind of coffee.

The figures on overweights, adds Mr. Williams, are based "on the 4,100 average size roasted beans in the pound we just counted."

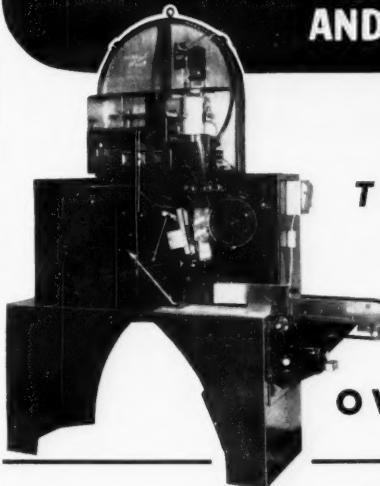
**Mera Kaffe for Export:** It seems the article by C. I. Machia on Indian coffee in our November, 1949, issue came at the right time for Sweden. Sweden had just concluded a treaty on coffee with India. C. Lundgren, of Forsberg & Lundgren, felt the article had information which would be parti-

cularly useful to the coffee trade in his country. We know, from the translation of the article Mr. Forsberg circulated in Sweden, that "Mera Kaffe for Export År Indiens Mål" means "More Coffee for Export Is India's Aim."

**Ben Franklin—and Coffee:** "Ben Franklin Paid Four Times As Much for His Coffee As for His Roast Beef—and He Was the Soul of Thrift!" That's the headline on the newspaper style ad used by the Wm. S. Snell Co., Camden, N. J., to launch its new series for Boscul Coffee.

The series opened in Philadelphia, but the schedule will be expanded to take in Pennsylvania and then the eastern region.

### BAR-NUN "Auto-Check" WEIGHERS AND BAG FEEDERS



PAY FOR  
THEMSELVES  
ON  
SAVINGS  
IN  
OVERWEIGHTS

- Instant weight-check readings on pointer and dial when desired.
- Guaranteed accuracy of  $\pm 1/32$  of one ounce per pound discharge.

● Less than  $1/2$  of one operator's time required for continuous operation at speeds up to 30 one-pound packages per minute.

● Sturdy design and construction assures satisfactory operation for many years.

You'll begin saving real money on your coffee weighing and bag packaging operations the moment you replace manual effort with the consistent mechanical accuracy and speed of a Bar-Nun "Auto-Check" Net Weigher and Bag Feeder. Like others, who are already operating these automatic machines; you will find they will bring worthwhile economies to your bag packaging operations. Complete information on request.

# B. F. Gump Co.

ENGINEERS AND MANUFACTURERS SINCE 1872

1348 SOUTH CICERO AVE.

CHICAGO 50, ILLINOIS

MAKERS OF: Gump Coffee Granulators—Edtbauer-Duplex and Bar-Nun "Auto-Check" Net Weighers—Bar-Nun Bag Feeders—Ideal Green Coffee Cleaners—Magnetic Separators—Elevating and Conveying Equipment.

## *Crops and countries*

coffee news from producing areas

### **Brazil's policies on coffee brought positive results, President Dutra tells nation**

The policies on coffee followed by the government of Brazil produced positive results. President Eurico Gaspar Dutra made this claim in a New Year's message to that country.

He said that as the statistical position of coffee improved, the government was able to liquidate stocks which had guaranteed the 1930 loan. In this way, increased exports were made possible and bearish market conditions eliminated.

Coffee, he added, was given considerable credit through the Bank of Brazil so that without government intervention the law of supply and demand could operate on a free market, allowing prices to rise to new highs.

Coffee exports to November, 1949, he noted, were 17,893,310 bags, 2,187,646 more than in the same January-November period of 1948. Coffee thus beat all previous records in 1949 as to exports.

**Veiga: Brazilians see Gillette making political hay**

Coffee men in Brazil doubt the sincerity of Senator Gillette's investigation, Octavio Veiga, Santos correspond-

ent of Coffee and Tea Industries (The Spice Mill) reports. Experts say the figures on the coffee situation sent to the senator from Brazil prove beyond doubt that the increase in coffee prices was due exclusively to the law of supply and demand. They feel his statements must have a political objective.

These experts estimate the next crop as small for the world's requirements. They say the world crop will amount to about 27 million bags, of which 13 to 14 million will come from Brazil, as against world requirements of about 32 million bags. They also point out that Brazil has no coffee remaining from previous crops and only 450,000 bags from DNC stocks, all of them sold and awaiting shipment.

**Financing:** The Bank of Brazil has increased its base for commercial coffee financing to 500 cruzeiros per bag for common coffees and 600 cruzeiros for fine coffees. The trade here takes this action as proof of confidence by the government in the stability and improvement of coffee prices.

**Parana:** Governor Lupion of Parana has indicated to the Rio press that coffee is already the most important product in Parana and that the state will soon be the biggest coffee producer in Brazil.

**Bolsa:** Sao Paulo's government has decreed that the Bolsa Oficial de Cafe, the Santos Coffee Exchange, will not operate on Saturdays. The action puts the Bolsa in line with the New York Coffee and Sugar Exchange on Saturday day operation.

**Conselho:** President Dutra has signed the bill setting up a Conselho Nacional de Economia, National Council on Economy. The Conselho will keep track of economic

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policies of the country, domestic and export, and will propose measures which it deems are necessary.

**Visitor:** A visitor to the Associação Comercial de Santos was William S. Rosecrans, director and ex-president of the Los Angeles Chamber of Commerce. The objective of Mr. Rosecrans' trip was to encourage further development of commercial relations between the United States and Latin America.

#### **Colombia coffee exports down slightly in '49**

Colombia exported 5,412,035 bags to the world's markets in 1949, according to preliminary figures compiled by the National Federation of Coffee Growers of Colombia. This volume compares with 5,587,535 bags in 1948 and 5,338,866 in 1947.

Of last year's shipments, the United States took 4,890,259 bags, Europe 306,860 bags, other markets 214,916. Europe was a stronger market for Colombia's coffee than in 1948, when she took only 160,228 bags, while 5,214,825 bags went to the United States. In 1947, 4,983,159 bags were shipped to the United States, 163,301 bags to Europe.

**Outlook:** There was some pessimism in coffee circles, according to a late January report from Medellin, arising from reports of reductions in retail prices in the United States and reports that this year's crop should be a good one in Brazil, since the flowering of coffee trees there is said to be very abundant.

**Goal:** According to information given to a local newspaper by the secretary of the Antioquena Agricultural Society, they hope to double the production of this department within five years. They also plan more scientific cultivation to develop heavier producing trees and eventual reduction in height of the trees by selective planting so that the coffee berries may be gathered more expeditiously.

**Transport:** The railroad is reportedly functioning normally from Buenaventura to Cali but the road which is heavily used by truckers is still in poor condition. We understand that a contributing factor to the port congestion there is the loss of skilled dock hands, many of whom deserted that city last year during the political disturbances, have taken other jobs and have not returned. The unskilled labor that has been obtainable retards rapid movement of cargo.

#### **Costa Rica frowns on contract renegotiation**

The continued record-high coffee prices touched off discussions in the local press looking to the renegotiation of contracts for coffee sold on future contracts at around 35 cents per pound, according to the U.S. embassy in San Jose.

However, the members of the Oficina del Café voted unanimously against the suggestion of the Coffee Federation of Central America and Mexico that delegates be sent to the United States to renegotiate with buyers, on the ground that all coffee contracts were bona fide and binding.

Current estimates for the 1949-50 coffee crop are 402,000 bags, with about 15 per cent to be retained locally, topping the 1948-49 crop, of which 305,090 bags were exported.

#### **Argentine authorizes coffee imports**

The Argentine government last month authorized coffee imports to meet the country's requirements for the next three months.

## **Simple Arithmetic!**

With chicory costing less than a penny an ounce it is an easy matter to figure the savings it creates when used in any coffee blend. The case for chicory, however, rests on more solid ground than price alone, for it invigorates . . . adds mellowness to otherwise harsh varieties. Most of all, people who drink coffee plus chicory enjoy and prefer the flavor it adds.

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vacuum packed  
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## Says Exchange "neither caused nor led" advance in coffee prices

Robert E. Atkinson, a member of the New York Coffee and Sugar Exchange since 1928, last month was elected president for the coming year. Mr. Atkinson, who is associated with the Czarnikow-Rionda Co., sugar producers and merchants, was vice president of the Exchange last year, has been a member of the board of managers and has served on various committees.

Frederick H. Silence, of Ruffner, McDowell & Burch, Inc., was named vice president. Mr. Silence served as president during part of 1946.

William F. Prescott, of Farr & Co., was elected treasurer.

"The future market neither caused nor led the advance in coffee prices," retiring president John C. Gardner told the annual meeting, held on the trading floor of the Exchange. "A comparison of prices between futures and actuals, together with a review of Brazilian coffee quotations during the entire period of advancing prices establishes the basic and all-important fact that the advance in prices in the futures market lagged behind the advance in prices for actual coffees, both in Brazil and on the spot here."

He emphasized that the evidence is specific and clear that the futures market followed the spot or actual market.

Mr. Gardner, reporting for the board of managers, outlined steps taken by Exchange officials during the price rise to insure an orderly market and to protect all interests. These steps included appointment by the board of Managers of a control committee to examine and report to the board any condition that might jeopardize the normal functioning of the



President Atkinson



Vice President Silence

Exchange; a material increase in the margins required; the removal of daily trading limits on the current month on and after the first notice day for that month; the provision for the circulation for one hour instead of twenty minutes, as previously, of transferable notices issued on the last notice day of the month covering sales made for delivery in the current month; and an increase in the rates of commissions and floor brokerage.

This committee, after a review of the general coffee situation and the open interest in all delivery months and particularly that in the spot delivery month of December, were unanimous in their opinion that the allegations made that the Exchange was responsible for the sharp and continuous advance in coffee prices was absolutely without foundation

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and saw no cause for it to take action under the power conferred upon it by the by-laws," Mr. Gardner declared.

The board rapped critics of the free market and condemned ignorance which it said makes the exchanges of the country political whipping boys, whether prices go up or down.

"It is also evident," Mr. Gardner said, "that the simplest fundamentals concerning the influences that cause fluctuation in the cost of commodities are not comprehended. It quite obviously is not understood generally that the marketplace simply reflects in price such factors as crop conditions, supply and demand conditions and general economic conditions. Nor is it understood that the marketplace does not create prices—it simply reports them. Further, it is not realized that, even if no exchange markets existed in the country, the laws of economics would not be changed and that the cost of commodities would rise and fall, depending upon all of the conditions that affect price."

New members named to the board of managers at the annual elections are Arthur A. Anisansel, vice president of Hard & Rand, Inc.; Alfred Boedtke, a partner in the Volkart Bros. Co., and Charles S. Lowry, a partner in Frank C. Lowry & Co. They will serve two-year terms.

Jack R. Aron, Herbert G. Bell and William H. Lee were re-elected to the board, also for two years.

Members of the board whose terms do not expire until next year and were not up for re-election include Leon Israel, Jr., G. W. Knauth, Ody H. Lamborn, Gustavo Lobo, Jr., C. A. Mackey and Gordon W. Voelbel.

A nominating committee was named for the coming year, comprising John C. Gardner, the retiring president, as chairman, B. Wheeler Dyer, Kenneth H. Fairchild, George Gordon Paton and Walter D. Stuart.

#### Coffee, tea premiums

(Continued from page 18)

handtruck for retailers, specified amount of purchases.

General Grocer Co., Manhattan Coffee, strainer sauce pan, 98 cents with purchase.

Grand Rapids Wholesale Grocery, Shurfine Coffee, Viking Coffee, plastic apron, coupons and 50 cents.

Grand Union Co., three coffees, glassware, one-half price with purchase.

Griggs, Cooper & Co., Home Brand Coffee, five-ounce glass, enclosed in can.

Martin L. Hall Co., Victor Tea, three-pattern silverware, coupons.

G. F. Heublein & Bro., Inc., A-1 Mustard, dessert dish, with purchase.

H. G. Hill Stores, Inc., four coffees, prizes—television set, vacuum cleaner, washers, coffee makers, refrigerator, carving sets, gas range, auto, food orders, coffee—in five contests, best sentence with bag or label.

Hygrade Food Products Corp., Barrington Hall Instant Coffee, two-piece carving set, two coupons and 75 cents, or eight coupons and 50 cents; four-piece place setting, two coupons and \$1.00, or eight coupons and 75 cents; three-piece kitchen tool set, two coupons and \$1.00, or eight coupons and 75 cents; three steak knives, two coupons and \$1.00, or eight coupons and 75 cents.

H. P. Lau Co., Milady Coffee, coffee dispenser, four coupons and \$1.49; coffee maker, four coupons and \$1.95.

Thomas J. Lipton, Inc., Lipton's Tea, Tea Bags, snack  
(Continued on page 57)

## COMPANHIA BRASILEIRA DE CAFÉ

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from

**SANTOS and RIO**

### EASTERN REPRESENTATIVES:

**Fairchild & Bolte**  
NEW YORK

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ANY OTHER BRAND OF  
COFFEE AT ANY PRICE

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*Good to the last drop!*



Restaurant owners, fountain operators, hotels and institutions, and users everywhere report BIG savings and trouble-free operation with the new VACULATOR "Heavy Duty" Coffee Maker Range.

### Up To 75% Savings on Repairs!

Says RALPH BLALOCK, Equipment Dealer and member of Food Service Equipment Industry—Springfield, Illinois

Engineered for top operating economy, they eliminate costly repair bills, breakdowns and most service headaches. Prove to yourself that VACULATOR is the greatest money-saving range...for YOU!

For the best in coffee makers, see your dealer or write Vaculator today.



311 N. Desplaines St. Chicago 6, Ill.

## On the menu

developments among public feeding outlets

New brewer for restaurants uses liquid concentrate instead of ground coffee

Something new in coffee urns for restaurants has been introduced by the Coffee Boy Co., Brooklyn, N. Y. Called the Coffee Boy, the urn uses coffee concentrate instead of ground coffee.

It has the appearance of the customary five gallon coffee urn and is a single complete unit which takes up only one square foot of space. An insulated concentrate container is built into the top section to replace fittings customarily used to brew ground coffee. The remainder of the body contains a water boiler in which a constant water level is automatically maintained. Thermostatically controlled heat assures a steady supply of hot water of the required temperature. The urn may be heated by gas, electricity or steam.

The urn has a mixing faucet through which the hot water and coffee concentrate flow simultaneously at pre-controlled rates. The strength of the finished coffee is easily adjusted by a simple setting in the concentrate feed line, and a constantly uniform finished coffee is assured. Clear hot water may also be drawn through the same faucet.

A steady flow of freshly made coffee is possible as long as the supply of concentrate and hot water lasts. The standard five gallon gas heated urn will serve 200 cups per hour steadily from the usual cold water supply. Greater demands can be met simply by connecting the urn to a larger hot water supply. Larger capacity urns are also available.

### How it's handled

Coffee concentrate is merely poured into the container section on top, and the coffee making procedure is completed. There are, of course, no urn bags or grounds to contend with. A simple, occasional cleaning by running hot water through the emptied concentrate system is all that is needed.

Waste is completely eliminated, the firm points out. A gallon of the modern concentrate, available in quantity from the Harrison Co., New York City, yields from 700 to 900 cups of coffee, depending on the size of the serving and the strength. One or two month's supply of concentrate may be kept in the refrigerator (not frozen) without danger of deterioration. The concentrate requires only one fourth of the space used to store the amount of ground coffee needed to yield the same quantity of finished beverage.

The ultimate cost per cup for the finished beverage is actually lower, says the Coffee Boy Co., because the expertly processed concentrate permits a slightly greater yield of useful coffee solids than is obtained in the usual



The Coffee Boy  
© COFFEE BOY  
AUTOMATIC COFFEE URNS

coffee service urn. The coffee solids content of the concentrate is carefully maintained at an established standard. Its cost depends on this solids content unit and the market price of the fine coffees used in the process, the company declares, and claims that considerable savings in packaging and handling costs are also reflected in the ultimate cost per cup.

Both the urn and the coffee concentrate have been extensively tested under various operational conditions, it is reported. The coffee has been used in automatic hot coffee vending machines for several years, the firm pointed out, during which time it has had the advantage of technical research and development.

#### **Silex names Smith and Wolcott to top posts**

Monroe G. Smith was named general manager and Frank W. Wolcott general sales manager of The Silex Co., the company announced last month.

These appointments were made following the untimely death of Louis S. Chick, president of The Silex Co.

Before coming to Silex, Mr. Smith was treasurer of Plastics Manufacturers, Inc., Stamford, Connecticut, and earlier was associated with Standard Brands, Inc., and the Firestone Tire & Rubber Co. His background of financial, production and sales experience admirably suits him to assume the duties of general manager, the company declared.

Mr. Wolcott, son of the founder of The Silex Co. and formerly president and chairman of the board of directors of the firm, is rejoining the company as general sales manager.

#### **Edward H. Sieling heads new urn repair company**

Edward H. Sieling has been named president and treasurer of the S & M Urn Repair Co., with offices at 690 North Sangamon Street, Chicago.

John C. Maurer, formerly with the Continental Coffee Co. and well known to the equipment trade throughout the country, was appointed vice president and Edward W. Sieling was named secretary.

The new company is geared to repair all kinds of coffee brewers, urns, stoves and other equipment. The firm will operate as a subsidiary of the Sieling Urn Bag Co., 927-937 West Huron Street, Chicago.

#### **Bill Williamson and Ruth Lundgren married**

W. F. Williamson, secretary-manager of the National Coffee Association, wrote his own postscript to the Boca Raton, Florida, convention and stayed on at Boca Raton for a honeymoon.

His bride is the former Ruth Lundgren, who is well known to the coffee industry as erstwhile director of public relations for the Coffee Advertising Council.

Mr. and Mrs. Williamson will live at 15 East 36th Street, New York City.

#### **Plant new-type coffee trees in Brazil**

New plantations in Brazil are being started with Bourbon seeds producing a new type of coffee tree, according to Brazil's Minister of Finance.

The seeds, furnished by the experimental station at Campinas, will grow trees that are expected to take only three years to become fruit bearing, instead of four to five years. Moreover, the coffee beans will be superior to any previously known, it was said.

If you want a real uniform and strictly soft coffee, good cup, please ask for offers from

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Kerr Steamship Company, Inc. Strachan Shipping Company  
Chicago, Illinois Chicago, Illinois  
Kerr Steamship Company, Inc. Transpacific Transportation Co.  
San Francisco, California San Francisco, California  
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**VENEZUELA**

and West Coast of

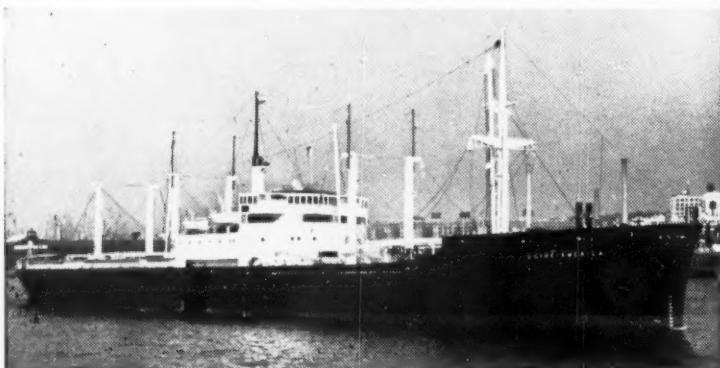
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makes the Good Neighbor  
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**Lloyd**  
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The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

COFFEE AND TEA INDUSTRIES

# Ship sailings

## A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

*Alcoa—Alcoa Steamship Co.  
Am-Pres—American President Lines  
ArgState—Argentine State Line  
Am-W Afr—American-West African Line  
Barb-Fru—Barber-Fern Line  
Barb-W Afr—Barber-West African Line  
Barb-W'n—Barber Wilhelmshaven Line  
Brodin—Brodin Line  
Cunard—Brooklebanks' Cunard Service  
Delta—Delta Line  
Doderer—Doderer Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Gulf—Gulf & South America Steamship Co., Inc.*

### Hol-Int—Holland-Interamerica Line

*IFC—I.F.C. Lines  
JaiPac—Java-Pacific Line  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Moormac—Moore-McCormack Line, Inc.  
Nopal—Northern Pan-American Line  
PAB—Pacific Argentine Brazil Line  
PacFru—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
R. Neth—Royal Netherland Steamship Co.  
Robin—Robin Line  
SCross—Southern Cross Line  
Silver—Silver Line  
Sprague—Sprague Steamship Line  
Stran—Strachan Shipping Co.  
Swed-Am—Swedish American Line  
UFruit—United Fruit Co.  
West Cst—West Coast Line, Inc.*

### Abbreviations for ports

*Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Cb—Chicago  
De—Detroit  
Ga—Galveston  
G—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jx—Jacksonville  
LA—Los Angeles  
Mi—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
Nf—Norfolk  
Pa—Philadelphia  
Po—Portland  
SF—San Francisco  
Se—Seattle  
St Jo—Saint John  
Va—Vancouver*

### COFFEE BERTHS

SAILS	SHIP	LINE	DUE
<b>ACAJUTLA</b>			
2 19	Gunners Knot	Grace	LA3 1 SF3 4 Se3 9
2 21	Adm Fraser	UFruit	NY3 2
2 28	Choutea	UFruit	Cristobal <sup>1</sup> 3 3
3 5	Cstl Nomad	Grace	LA3 15 SF3 18 Se3 23
3 19	San Benito	UFruit	Cristobal <sup>1</sup> 3 22
3 27	Anchor Hitch	Grace	LA4 6 SF4 9 Se4 14
4 13	Cstl Aventurer	Grace	LA4 23 SF4 26 Se5 1

### ACAPULCO

2 19	Anchor Hitch	Grace	Cristobal <sup>1</sup> 3 4
3 8	Cstl Aventurer	Grace	Cristobal <sup>1</sup> 3 21
3 26	Gunners Knot	Grace	Cristobal <sup>1</sup> 4 8

### AMAPALA

2 16	Gunners Knot	Grace	LA3 1 SF3 4 Se3 9
2 22	Choutea	UFruit	Cristobal <sup>1</sup> 3 3
2 24	Anchor Hitch	Grace	Cristobal <sup>1</sup> 3 4
2 25	San Benito	UFruit	Cristobal <sup>1</sup> 3 3
3 2	Cstl Nomad	Grace	LA3 15 SF3 18 Se3 23
3 13	Cstl Aventurer	Grace	Cristobal <sup>1</sup> 3 21
3 24	Anchor Hitch	Grace	LA4 6 SF4 9 Se4 14
3 31	Gunners Knot	Grace	Cristobal <sup>1</sup> 4 8
4 10	Cstl Aventurer	Grace	LA4 23 SF4 26 Se5 1

### ANGRA DOS REIS

2 20	Panama	Lloyd	N03 7 Ho3 10
3 5	Honduras	Lloyd	N03 20 Ho3 23
3 20	Ecuador	Lloyd	N04 4 Ho4 7
4 4	Paraguai	Lloyd	N04 19 Ho4 22

### BARRANQUILLA

2 12	Cape Ann	UFruit	NY2 18
2 15	Cstl Nomad	Grace	LA3 15 SF3 18 Se3 23
2 16	Clara	Grace	NY2 21
2 19	Cape Avinof	UFruit	NY2 25
2 23	Soha	Grace	NY2 28
2 26	Cape Cor	UFruit	NY3 4
2 28	Inger Skou	UFruit	N03 12
3 1	Svanholm	Swed-Am ATPLs	SIJ NB Ha NS MI Que
3 2	Monica	Grace	NY3 7
3 5	Cape Cmbind	UFruit	NY3 12
3 7	Levers Bend	UFruit	N03 13
3 9	Clara	Grace	NY3 14

### Hol-Int—Holland-Interamerica Line

*IFC—I.F.C. Lines  
JaiPac—Java-Pacific Line  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Moormac—Moore-McCormack Line, Inc.  
Nopal—Northern Pan-American Line  
PAB—Pacific Argentine Brazil Line  
PacFru—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
R. Neth—Royal Netherland Steamship Co.  
Robin—Robin Line  
SCross—Southern Cross Line  
Silver—Silver Line  
Sprague—Sprague Steamship Line  
Stran—Strachan Shipping Co.  
Swed-Am—Swedish American Line  
UFruit—United Fruit Co.  
West Cst—West Coast Line, Inc.*

### BUENAVENTURA

2 10	Adela	Grace	LA2 20 SF2 22 Se3 1
2 12	Barbara	Grace	NY2 20
2 14	Olivia	Grace	NY2 21 Ba2 24
2 17	Shipper	Gulf	No3 2 No3 5
2 19	Cecilia	Grace	NY2 27
2 26	Margarita	Grace	NY3 6
3 3	Rita	Grace	NY3 10
3 3	Banker	Gulf	No3 16 No3 19
3 5	Luisa	Grace	NY3 13
3 12	Isabel	Grace	NY3 20
3 14	Olivia	Grace	Jx3 20 NY3 23 Ba3 25 Ba3 27
3 19	Maria	Grace	NY3 27
3 23	Eliana	Grace	LA4 1 SF4 3 Se4 10
3 26	Barbara	Grace	NY4 3
3 28	Elisa	Grace	NY4 4 Ba4 7
4 2	Cecilia	Grace	NY4 10
4 9	Margarita	Grace	NY4 17
4 13	Eleonor	Grace	LA4 22 SF4 24 Se5 1
4 14	Rita	Grace	NY4 21

### CALLAO

2 14	Cecilia	Grace	NY2 27
2 21	Margarita	Grace	NY3 6
2 28	Luisa	Grace	NY3 13
3 7	Isabel	Grace	NY3 20
3 14	Maria	Grace	NY3 27
3 21	Barbara	Grace	NY4 3
3 28	Cecilia	Grace	NY4 10
4 4	Margarita	Grace	NY4 17

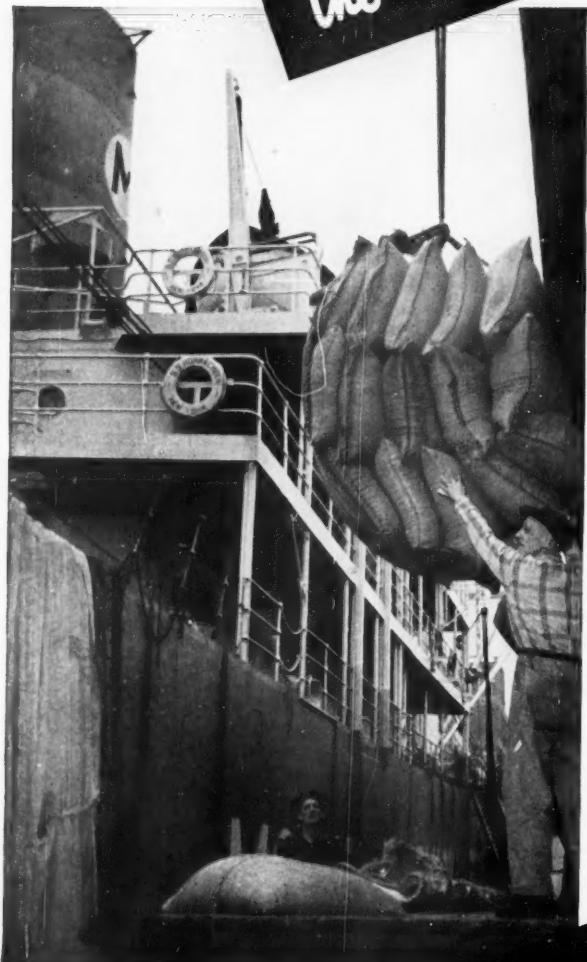
### CARTAGENA

2 11	Rosa	Grace	NY2 15
2 17	Cape Ivinof	UFruit	NY2 25
2 18	Paula	Grace	NY2 22
2 25	Rosa	Grace	NY3 1
2 26	Inger Skou	UFruit	N03 12
3 3	Cane Cmbind	UFruit	3 12
3 4	Paula	Grace	NY3 8
3 5	Levers Bend	UFruit	N03 13

# SHIPS.....

*the essential factor*

## in the COFFEE TRADE



Without ships, the American public would know coffee only as a rare and expensive luxury. Ships are an essential factor in the coffee trade.

To the maintenance of that trade, Moore-McCormack Lines devotes a major share of its operations. Its large fleet of modern ships, including the fast passenger-cargo liners of the Good Neighbor Fleet and big C-3 cargo liners which are the last word in efficiency, keeps coffee moving in an unceasing flow from Brazil northward to the United States.

The coffee trade can rest assured that, in the future as in the past, Moore-McCormack Lines will consistently devote its energies to the kind of service—swift, frequent and dependable—which will serve the best interests of the industry and the American consumer.

**MOORE-McCORMACK**  
*LINES*  
5 Broadway New York 4  
OFFICES IN PRINCIPAL CITIES OF THE WORLD

SAILS SHIP LINE DUE

3 11	Rosa	Grace	NY3/15
3 18	Paula	Grace	NY3/22
3 25	Rosa	Grace	NY3/29
4 1	Paula	Grace	NY4/5
4 8	Rosa	Grace	NY4/12

**CHAMPERICO**

2 21	Gunners Knot	Grace	LA3/1 SF3 4 Se3 9
3 7	Cstl Nomad	Grace	LA3/15 SF3/18 Se3/23
3 29	Anchor Hitch	Grace	LA4/6 SF4 9 Se4/14
4 15	Cstl Avnturer	Grace	LA4/23 SF4/26 Se5/1

**CORINTO**

2 15	Gunners Knot	Grace	LA3/1 SF3 4 Se3 9
2 21	Choluteca	UFruit	Cristobal <sup>1</sup> 3 3
2 22	San Benito	UFruit	Cristobal <sup>1</sup> 3 3
2 26	Anchor Hitch	Grace	Cristobal <sup>1</sup> 3 4
3 1	Cstl Nomad	Grace	LA3/15 SF3/18 Se3/23
3 13	San Benito	UFruit	Cristobal <sup>1</sup> 3 22
3 15	Cstl Avnturer	Grace	Cristobal <sup>1</sup> 3 21
3 23	Anchor Hitch	Grace	LA4/6 SF4 9 Se4/14
4 2	Gunners Knot	Grace	Cristobal <sup>1</sup> 4 8
4 9	Cstl Avnturer	Grace	LA4/23 SF4/26 Se5/1

**CRISTOBAL**

2 16	Cape Avinof	UFruit	NY2/25
2 19	Cape Cod	UFruit	NY3/4
2 25	Inger Skou	UFruit	N03/12
3 2	Cmbrind	UFruit	NY3/12
3 4	Levers Bend	UFruit	N03/13

**DAR es SALAAM**

2 24	Mason Lks	Lykes	Ga Ho N04/20
3 8	Afr Crescent	Farrell	Bo4/9 NY4/11 Pa4/14 Ba4/16
3 30	Afr Star	Farrell	Bo4/27 NY4/29 Pa5/2 Ba5/4

**DURBAN**

2 27	Afr Envor	Farrell	NY3/21 Pa3/24 Ba3/26
3 17	Afr Cresnt	Farrell	Bo4/9 NY4/11 Pa4/14 Ba4/16
3 29	Afr Moon	Farrell	NY4/21 Pa4/24 Ba4/26
4 4	Afr Star	Farrell	Bo4/27 NY4/29 Pa5/2 Ba5/4

**GUAYAQUIL**

2 11	Olivia	Grace	NY2/21 Ba2/24
2 16	Cecilia	Grace	NY2/27
2 23	Margarita	Grace	NY3/6
2 28	Rita	Grace	NY3/10
3 2	Luisa	Grace	NY3/13
3 9	Isabel	Grace	NY3/20
3 11	Olivia	Grace	Jx3/20 NY3/23 Bo3/25 Ba3/27
3 16	Maria	Grace	NY3/27
3 19	Eliana	Grace	LA4/1 SF4 3 Se4/10
3 23	Barbara	Grace	NY4/3
3 25	Elisa	Grace	NY4/3 Ba4/7
3 30	Cecilia	Grace	NY4/10
4 6	Margarita	Grace	NY4/17
4 11	Rita	Grace	NY4/21

**ILHEUS**

2 15	Venezuela	Lloyd	NY2/26
2 25	Uruguay	Lloyd	NY3/8
3 5	Argentina	Lloyd	NY3/16
3 15	Brasil	Lloyd	NY3/26
3 25	Domingos	Lloyd	NY4/4
4 4	Colombia	Lloyd	NY4/15

**LA GUAIRA**

2 14	Clipper	Alcoa	Mo2/20 N02/22
2 16	Paula	Grace	NY2/22
2 19	Svanholm	Swed-Am	AlPts SJ NB Ha NS MI Que
2 21	Corsair	Alcoa	Mo2/27 N02/29
2 23	Rosa	Grace	NY3/1
2 28	Cavalier	Alcoa	Mo3/6 N03/8
3 2	Paula	Grace	NY3/8
3 7	Clipper	Alcoa	Mo3/13 N03/15
3 8	Vigor	Swed-Am	AlPts SJ NB Ha NS MI Que
3 9	Rosa	Grace	NY3/15
3 14	Corsair	Alcoa	Mo3/20 N03/22
3 16	Paula	Grace	NY3/22
3 21	Cavalier	Alcoa	Mo3/27 N03/29
3 23	Rosa	Grace	NY3/29
3 28	Clipper	Alcoa	Mo4/3 N04/5
3 30	Paula	Grace	NY4/5
4 6	Rosa	Grace	NY4/12

FEBRUARY, 1950



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Santos/Rio—Agencia de Vapores Grieg S/A

Paranagua—Transparana Ltda.



SAILS	SHIP	LINE	DU
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## LA LIBERTAD

2 18	Gunners Knot	Grace	LA3 1 SF3 4 Se3 9
2 19	Adm Fraser	UFruit	NY3 2
2 23	Anchor Hitch	Grace	Cristobal <sup>1</sup> 3 4
2 26	Choluteca	UFruit	Cristobal <sup>1</sup> 3 3
3 4	Cstl Nomad	Grace	LA3 15 SF3 18 Se3 23
3 12	Cstl Avnturer	Grace	Cristobal <sup>1</sup> 3 21
3 17	San Benito	UFruit	Cristobal <sup>1</sup> 3 22
3 26	Anchor Hitch	Grace	LA4 6 SF4 9 Se4 14
3 30	Gunners Knot	Grace	Cristobal <sup>1</sup> 4 8
4 12	Cstl Avnturer	Grace	LA4 23 SF4 26 Se5 1

## LA UNION

2 17	Adm Fraser	UFruit	NY3 2
2 17	Gunners Knot	Grace	LA3 1 SF3 4 Se3 9
2 24	Choluteca	UFruit	Cristobal <sup>1</sup> 3 3
2 25	Anchor Hitch	Grace	Cristobal <sup>1</sup> 3 4
2 28	San Benito	UFruit	Cristobal <sup>1</sup> 3 3
3 3	Cstl Nomad	Grace	LA3 15 SF3 18 Se3 23
3 14	Cstl Avnturer	Grace	Cristobal <sup>1</sup> 3 21
3 15	San Benito	UFruit	Cristobal <sup>1</sup> 3 22
3 25	Anchor Hitch	Grace	LA4 6 SF4 19 Se4 14
4 1	Gunners Knot	Grace	Cristobal <sup>1</sup> 4 8
4 11	Cstl Avnturer	Grace	LA4 23 SF4 26 Se5 1

## LIMON

2 23	Cape Cod	UFruit	NY3 4
2 23	Inger Skou	UFruit	NO3 12
3 2	Levers Bend	UFruit	NO3 13
3 9	Cape Ann	UFruit	NY3 18

## LOBITO

2 16	Afr Pilgrim	Farrell	NY3 27 Pa3 29 Ba3 31
2 22	Temeraire	Barb-Waf	NY4 1
3 16	Afr Pilot	Farrell	NY4 24 Pa4 26 Ba4 28
3 24	Templar	Barb-Waf	NY4 30

## LOURENCO MARQUES

2 22	Afr Endor	Farrell	NY3 21 Pa3 24 Ba3 26
3 15	Afr Crsnt	Farrell	Bo4 9 NY4 1 Pa4 14 Ba4 16
3 27	Afr Moon	Farrell	NY4 21 Pa4 24 Ba4 26

## LUANDA

2 19	Afr Pilgrim	Farrell	NY3 27 Pa3 29 Ba3 31
2 20	Temeraire	Barb-Waf	NY4 1
3 19	Afr Pilot	Farrell	NY4 24 Pa4 26 Ba4 28
3 22	Templar	Barb-Waf	NY4 30

## MARACAIBO

2 14	Clara	Grace	NY2 21
2 17	Fstl Nomad	Grace	LA3 15 SF3 18 Se3 23
2 21	Sohn	Grace	NY2 28
2 25	Svaneholm	Swed-Am	AtPts SJ NB Ha NS MI Que
2 28	Monica	Grace	NY3 7
3 7	Clara	Grace	NY3 14
3 11	Anchor Hitch	Grace	LA4 6 SF4 9 Se4 14
3 13	Vineer	Swed-Am	AtPts SJ NB Ha NS MI Que
3 14	Sohn	Grace	NY3 21
3 21	Monica	Grace	NY3 28
3 28	Cstl Avnturer	Grace	LA4 23 SF4 26 Se5 1
4 4	Sohn	Grace	NY4 12

## MATADI

2 16	Triton	Barb-Waf	NY3 15
2 18	Temeraire	Barb-Waf	NY4 1
2 25	Afr Pilgrim	Farrell	NY3 27 Pa3 29 Ba3 31
3 20	Templar	Barb-Waf	4 30
3 25	Afr Pilot	Farrell	NY4 24 Pa4 26 Ba4 28
4 30	Roseville	Barb-Waf	NY5 15

## MOMBASA

2 15	Kettering	Robin	NY
3 2	Afr Crescent	Farrell	Bo1 9 NY1 11 Pa1 11 Ba1 16
3 2	Mason Lks	Lykes	Ga Ho NO4 20
3 15	Mowbray	Robin	NY
3 25	Afr Star	Farrell	Bo1 27 NY4 29 Pa5 2 Ba5 1

## PARANAGUA

2 10	Tawali	JavPac	LA3 11 SF3 14 Pa3 20 Se3 24 Va3 27
2 12	Del Santos	Delta	NO3 5 Ho3 10
2 15	Panama	Lloyd	NO3 7 Ho3 10
2 17	Seafarer	PAB	LA3 15 SF3 17 Va3 23 Se3 23 Pa3 27

COFFEE AND TEA INDUSTRIES

SAILS	SHIP	LINE	DUE
2/18	Tindefjell	Nopal	NO3/10 CC3/13 Ho3/15
2/27	Del Aries	Delta	NO3/20 Ho3/25
3/1	Honduras	Lloyd	NO3/20 Ho3/23
3/3	Celestial	Sprague	NY3/24
3/9	Del Viento	Delta	NO4/2 Ho4/7
3/10	Ulrecht	JavPac	LA4/8 SF4/11 Po4/17 Se5/3 Va5/8
3/14	Ecuador	Lloyd	NO4/4 Ho4/7
3/29	Paraguai	Lloyd	NO4/19 Ho4/22
4/10	Silveroak	Silver	LA5/8 SF5/11 Po5/17 Se6/3 Va6/8
5/10	Limburg	JavPac	LA6/8 SF6/11 Po6/17 Se7/3 Va7/8

#### PORT SWETTENHAM

2/26 Frederick Lks Lykes Ga Ho NO Mo 4/4

#### PUERTO BARRIOS

2/10	Mama	UFRUIT	NY2/17
2/12	Georganna	UFRUIT	NY2/17
2/14	Choloma	UFRUIT	NY2/22
2/23	Mayari	UFRUIT	NO2/27
3/3	Avenir	UFRUIT	NY3/10
3/10	Marna	UFRUIT	NY3/17

#### PUERTO CABELLO

2/10	Clipper	Alcoa	Mo2/20 NO2/22
2/16	Paula	Grace	NY2/22
2/17	Corsair	Alcoa	Mo2/27 NO2/29
2/17	Sofia	Grace	NY2/28
2/22	Svanholm	Swed-Am AtPtS	StJ NB Ha NS Ml Que
2/23	Rosa	Grace	NY3/1
2/23	Monica	Grace	NY3/7
2/24	Cavalier	Alcoa	Mo3/6 NO3/8
3/2	Paula	Grace	NY3/8
3/3	Clipper	Alcoa	Mo3/13 NO3/15
3/3	Clara	Grace	NY3/14
3/9	Rosa	Grace	NY3/15
3/9	Sofia	Grace	NY3/21
3/10	Vigor	Swed-Am AtPtS	StJ NB Ha NS Ml Que
3/10	Corsair	Alcoa	Mo3/20 NO3/22
3/16	Paula	Grace	NY3/22
3/17	Cavalier	Alcoa	Mo3/27 NO3/29
3/23	Rosa	Grace	NY3/29
3/24	Clipper	Alcoa	Mo4/3 NO4/5
3/30	Paula	Grace	NY4/5
4/6	Rosa	Grace	NY4/12

#### PUNTARENUS

2/13	Gunners Knot	Grace	LA3/1 SF3/4 Se3/9
2/18	Choliteca	UFRUIT	Cristobal <sup>2</sup> 3/3
2/27	Cstl Nomad	Grace	LA3/15 SF3/18 Se3/23
2/28	Anchor Hitch	Grace	Cristobal <sup>3</sup> 3/4
3/11	San Benito	UFRUIT	Cristobal <sup>2</sup> 3/22
3/17	Cstl Avnturer	Grace	Cristobal <sup>3</sup> 3/21
3/21	Anchor Hitch	Grace	LA4/6 SF4/9 Se4/14
4/4	Gunners Knot	Grace	Cristobal <sup>3</sup> 4/8
4/7	Cstl Avnturer	Grace	LA4/23 SF4/26 Se5/1

#### RIO de JANEIRO

2/17	Del Santos	Delta	NO3/5
2/20	Tawali	JavPac	LA3/11 SF3/14 Po3/20 Se3/24 Va3/27
2/21	Panama	Lloyd	NO3/7 Mo3/10
2/22	Del Mar	Delta	NO3/7
2/22	Tindefjell	Nopal	NO3/10 CC3/13 Ho3/15
2/24	Seafarer	PAB	LA3/15 SF3/17 Va3/23 Se3/23 Po3/27
3/4	Del Aries	Delta	NO3/20 Ho3/25
3/6	Honduras	Lloyd	NO3/20 Mo3/23
3/7	Del Valle	Delta	NO3/22
3/14	Del Viento	Delta	NO4/2 Ho4/7
3/18	Pathfinder	PAB	LA4/13 SF4/15 Va4/21 Se4/22 Po4/24
3/20	Ulrecht	JavPac	LA4/8 SF4/11 Po4/17 Se5/3 Va5/8
3/21	Del Norte	Delta	NO4/4
3/21	Equador	Lloyd	NO4/4 Ho4/7
3/25	Pathfinder	PAB	LA4/13 SF4/15 Va4/21 Se4/22 Po4/24
4/5	Paraguai	Lloyd	NO4/19 Ho4/22
4/20	Silveroak	Silver	LA5/8 SF5/11 Po5/17 Se6/3 Va6/8
5/20	Limburg	JavPac	LA6/8 SF6/11 Po6/17 Se7/3 Va7/8

#### SAN JOSE

2/20	Gunners Knot	Grace	LA3/1 SF3/4 Se3/9
2/22	Anchor Hitch	Grace	Cristobal <sup>2</sup> 3/4
3/6	Cstl Nomad	Grace	LA3/15 SF3/18 Se3/23
3/11	Cstl Avnturer	Grace	Cristobal <sup>3</sup> 3/21
3/28	Anchor Hitch	Grace	LA4/6 SF4/9 Se4/14
3/29	Gunners Knot	Grace	Cristobal <sup>3</sup> 4/8
4/14	Cstl Avnturer	Grace	LA4/23 SF4/26 Se5/1

FEBRUARY, 1950



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	SAILS	SHIP	LINE	DUE
<b>SANTOS</b>				
2/10	Abbedyk	Hol-Int	NY2 26	Bz3/1 Ba3 3 HR3 7 Pa3 9
2/10	Venezuela	Lloyd	NY2 26	
2/10	Mormacdeal	Mormac	Jx NY	Bo Pa Nf Ba Ha
2/14	Mormacsurf	Mormac	Jx NY	Bo Pa Nf Ba Ha
2/15	Del Santos	Delta	N03 5	Ho3 10
2/18	Mormacyork	Mormac	Jx NY	Bo Pa Nf Ba Ha
2/18	Tawali	JavPac	LA3/11	SF3/14 Po3/20 Se3/24 Va3/27
2/18	Uruguay	Mormac	NY	
2/19	Panama	Lloyd	NO3 7	Ho3 10
2/20	Del Mar	Delta	NO3 7	
2/20	Uruguay	Lloyd	NY3 8	
2/20	Tindefjell	Nopal	NO3 10	CC3 13 Ho3 15
2/23	Seafarer	PAB	LA3/15	SF3/17 Se3/23 Va3/23 Po3/27
3/23	Mormacsun	Mormac	LA SF	Po Sa Va
2/24	Mormacswan	Mormac	Jx NY	Bo Pa Nf Ba Ha
2/28	Argentina	Lloyd	NY3 16	
3/2	Mormacmar	Delta	N03 20	Ho3 25
3/3	Alphera	Mormac	Jx NY	Bo Pa Nf Ba Ha
3/4	Honduras	Hol-Int	NY3 19	Bo3/22 Ba3/24 HR3/28 Pa3/30
3/7	Del Valle	Lloyd	NO3 20	Ho3 23
3/8	Celestial	Delta	NO3 22	
3/10	Brasil	Lloyd	NY3 26	
3/11	Utrecht	JavPac	LA4 8	SF4/11 Po4 17 Se5 3 Va5 8
3/14	Del Viento	Delta	NO4 2	Ho4 7
3/19	Ecuador	Lloyd	NO4 4	Ho4 7
3/20	Domingos	Lloyd	NY4 4	
3/21	Del Norte	Delta	NO4 4	
3/24	Pathfinder	PAB	LA4/13	SF4 15 Va4 21 Se4 22 Po4 24
3/30	Colombia	Lloyd	NY4 15	
4/3	Paraguay	Lloyd	NO4 19	Ho4 22
4/11	Silverak	Silver	LA5 8	SF5/11 Po5 17 Se6 3 Va6 8
5/11	Limburg	JavPac	LA6 8	SF6 11 Po6 17 Se7 3 Va7 8
6/11	Silversandal	Silver	LA7 9	SF7 12 Po7 18 Se8 3 Va8 8
7/11	Silverteak	Silver	LA8 8	SF8 11 Po8 17 Se9 3 Va9 8

#### VICTORIA

2/19	Del Santos	Delta	NO3 5	Ho3 10
2/22	Panama	Lloyd	NO3 7	Ho3 10
3/6	Del Aires	Delta	NO3 20	Ho3 25
3/7	Honduras	Lloyd	NO3/20	Ho3 23
3/17	Del Viento	Delta	NO4 2	Ho4 7
3/22	Ecuador	Lloyd	NO4 4	Ho4 7
4/6	Paraguay	Lloyd	NO4 19	Ho4 22

#### TEA BERTHS

#### CALCUTTA

2/20	Drente	JavPac	LA4 2	SF4 6 Va5 1
2/21	City-Perth	Ell-Buck	Canada	
2/28	City-Chifd	Ell-Buck	Canada USA	
3/8	City-Birmingh	Ell-Buck	Canada	
3/8	Trader	Silver	LA4 15	SF4 19 Po4 25 Se4 28 Va4 30
3/20	City-Phila	Ell-Buck	M1	
3/20	Raki	JavPac	LA5 5	SF5 9 Po5 15 Se5 18 Va5 20
4/20	Hoperidge	Silver	LA6 8	SF6 12 Po6 19 Se6 22 Va6 24

#### COLOMBO

2/13	Drente	JavPac	LA4 2	SF4 6
3/20	Silverbar	Silver	LA4 26	SF5 1
3/27	Hoperidge	Silver	LA6 8	SF6 12 Po6 19 Se6 22 Va6 24

#### HONGKONG

2/16	Tudor	Barb-Wn	SF3 12	LA3 14 NY3 28
2/21	Philippine	PaCTrans	LA3 21	SF3 25
3/18	Tungus	Barb-Wn	SF4 11	LA4 13 NY4 27
4/18	Tallyrnd	Barb-Wn	SF5 12	LA5 14 NY5 28

#### KOBE

2/24	Tudor	Barb-Wn	SF3 12	LA3 14 NY3 28
3/26	Tungus	Barb-Wn	SF4 11	LA4 13 NY4 27
4/26	Tallyrnd	Barb-Wn	SF5 12	LA5 14 NY5 28

#### TANGA

2/27	Mason Lks	Lykes	Ga	Ho NO 1 20
3/3	Afr Crescent	Farrell	Bo 9	NY4 11 Pa4 14 Ba4 16
3/26	Afr Star	Farrell	Bo 4 27	NY4 29 Pa5 2 Ba5 4

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COFFEE AND TEA INDUSTRIES

SAILS SHIP LINE DUE

**YOKOHAMA**

2 15 Pacific	PacTrans SF2/28	LA3/2
2 28 Tudor	Barb-Wn SF3/12	LA3/14 NY3/28
3 30 Tungus	Barb-Wn SF4/11	LA4/13 NY4/27
4 30 Tallymd	Barb-Wn SF5/12	LA5/14 NY5/28

## Shipping

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The Mormacgulf, newest addition to the Pacific Republics Line.

### Sailings between South America, U. S. West Coasts is stepped up with new Moore-McCormack ships

Shippers of coffee and general cargoes between South America's West Coast and the Pacific Coast of the United States can now take advantage of a service providing a sailing every three weeks by fast, large ships of the most modern design.

The service was inaugurated by Moore-McCormack Lines for its Pacific Republics Line with the sailing of the cargo liner Mormacgulf from Buenos Aires on January 22nd for U. S. Pacific Coast ports.

The Mormacgulf is the fifth C-3 ship to be entered in this service by Moore-McCormack Lines, joining her sister ships, the Mormaland and Mormacdawn and the C-3 liners Mormacsun and Mormacrey. The latter two differ from the others in some details, but all five are in the 18-knot class.

The expansion of the Moore-McCormack service in the Pacific Republics Line is a result of the recent survey of Pacific Coast business made by Albert V. Moore, president of the company. He started at Vancouver and worked his way down the coast calling at all of his company's offices and conferring with his managers, checking on recent development in the trade. Then he went down through the Canal to Venezuela, flew to Trinidad and returned to New York aboard one of the Good Neighbor Fleet ships, which are operated by Moore-McCormack between New York and South America's East Coast.

Mr. Moore was convinced that many factors on the Pacific Coast warranted the expansion of his company's Pacific Coast fleet, notably the increased industrialization of the area and the unusually high standards of living that prevail there. The fact that the Pacific Northwest is a major producer of fruits, which enter the market when Latin America needs fruits, because of the reversal of seasons in the two hemispheres, was an added consideration.

"We realize," said Mr. Moore, "that we are in a fortunate position with respect to the Pacific Coast because of

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the unusually fine ships which we have been able to assign there. The Mormacloud and the Mormacrown, which had been especially designed and especially built for Moore-McCormack have already proven tremendously valuable in the service, so we have decided to send a third sister, the Mormagulf, into the service. Like her sisters, she has 69,000 cubic feet of refrigerated space, vast deep tank space for both fuel and vegetable oils, and passenger quarters of a quality that sets her beside the very good passenger vessels. Each of these ships is fitted with a swimming pool for passengers' comfort. I feel certain she will prove as popular as her sister ships."

Mr. Moore said his staff is now at work on plans that will make of the Pacific Republics Line service a well-balanced, even more effective than it has been in the past, capable of moving the Brazilian coffee and general cargoes northbound from South America to ports all along the Pacific Coast, from Los Angeles to Vancouver, and southbound as well.

Mr. Moore has stated frequently that the Pacific Coast trade with South America presents a tremendous opportunity, because of the rapid expansion of the states contiguous to the Pacific and the prospects for continued growth in this field.

#### **Grancolombiana adds more vessels to service**

Flota Mercante Grancolombiana last month continued to add vessels to meet the growing demand for its service,

The line chartered two additional ships for the Buenaventura run, the Gulfport and the Canadian Conqueror. Earlier in the month the line had chartered the Empire Gangway, with which it planned to inaugurate weekly

sailings to Colombia. This service will be in addition to Grancolombiana's present weekly sailings to Ecuador and Venezuela.

The addition of the Empire Gangway marked the third time in six weeks that the line had chartered extra vessels to meet trade requirements between New York and Gulf ports and Colombia, Ecuador and Venezuela.

Last year Grancolombiana added to its fleet three new vessels constructed by Canadian Vickers, Ltd., at Montreal, Canada. The third ship, the Ciudad de Quito, was put into service in December.

#### **Set new rate for East Coast Colombian freight**

A new rate of 75 cents per 100 pounds became effective February 1st under a new contract with the East Coast Colombian Conference, according to Fred C. Byers, chairman of the traffic and warehouse committee of the New York City Green Coffee Association.

The new contract, which replaces the one that expired August 31st, 1946, and has been extended from time to time since, will remain in force until February 28th, 1951.

#### **Green coffee rail rates from New York equalized**

Efforts by the traffic and warehouse committee of the New York City Green Coffee Association to get equalization of rail freight rates on shipments of green coffee from Atlantic ports and Gulf ports to midWestern destinations have met with success, Chairman Fred C. Byers has announced.

New carload rates on coffee are from one to six cents lower than the old rates per 100 pounds, with a carload minimum of 30,000 pounds, the Port of New York Authority declared.

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**NEW ORLEANS**

**Direct Connections in Most Coffee Producing Countries**

### Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

1949

	Total Entries	Brazil	Deliveries—from:	Total	Visible Supply—1st of Month	Brazil	Others	Total
January	1,935	1,234	751	1,985	1,528	452	1,980	
February	1,170	855	422	1,277	1,262	369	1,631	
March	2,083	1,052	833	1,885	1,141	378	1,519	
April	1,493	998	718	1,716	1,292	582	1,874	
May	1,218	864	460	1,324	1,000	379	1,379	
June	1,479	1,019	451	1,470	1,021	374	1,395	
July	1,721	866	534	1,400	885	426	1,321	
August	1,733	965	656	1,621	896	450	1,420	
September	1,846	1,229	547	1,776	1,047	439	1,486	
October	1,579	1,237	428	1,665	1,271	385	1,636	
November	2,033	1,147	774	1,921	1,258	387	1,645	
December	1,903	1,254	509	1,763	1,623	359	1,982	
				1950				
January	1,608	902	804	1,706	1,273	339	1,612	

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

### The Coffee Outlook

Although it had been predicted, when it did come the lull in consumer demand for roasted coffee proved to be highly uncomfortable and hard to take on an even keel.

The lull is generally credited to absorption of roasted coffee hoarded during the recent drastic price rise.

One member of the trade pointed to the Census Bureau survey of coffee stocks and roastings as an indication of the extent of the hoarding.

The Census Bureau survey, called for by Senator Gillette, put green coffee stocks in the United States at 3,496,000 bags on September 30th, when the drastic price rise began, and at 2,826,000 bags on November 30th, when the rise had leveled off.

Roastings, which averaged 1,664,000 bags from July through September, went up to 2,140,000 bags in October and to 2,237,000 bags in November.

Trade sources previously estimated the quantity of roasted coffee backed up by hoarding on housewives' shelves and in distributing channels at 1,500,000 bags.

In the meantime, demand last month for roasted coffee sagged generally, but the picture was not consistent. The canned product was moving slowly in retail channels, but

bag coffee, particularly in the leading chain, was meeting with a brisk demand, encouraged by a wide price advantage.

This situation led to different reactions on the part of the trade. During the month General Foods cut back four cents a pound on Maxwell House, Bliss and Yuban Coffees, an action which came even as other brands were in the process of raising their prices to catch up with the climb in green coffee levels. The General Foods reduction, which cancelled out their December 12th increase, was put into effect for purely competitive reasons, it was reported.

Some brand shifting among consumers was apparent, and to this extent, the weakness in demand for the canned product was not entirely from the use of hoarded coffee.

The price disparity also made some of the restaurant coffee buyers restless, and a number of the supplier salesmen had to convince customers that their prices were not out of line.

It was expected in the trade that the leading chain would have to raise its prices in the near future. When and if this takes place, it was felt that demand for green coffee would probably pick up from broader sources.

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20 Fulton Street

New York 7, N. Y.

### The continuous roaster

(Continued from page 11)

mizes the interchange of temperatures between the hot and cool compartments. Air for cooling is preferably brought from the outside the building—to avoid change of pressure and temperature in the roasting room.

The finished product—roasted, cooled and processed accurately to any desired standard—is discharged by gravity from the cooling section at about 18 inches above floor level, for convenient discharge to the stoner.

Once a routine of roasting speed and heat input is charted—through instrument readings—for any type of coffee and roast, the controls can be set for duplicate conditions and results. Then the green beans are fed mechanically into the roaster section, and the roasting and cooling operations follow automatically—the processed coffee being delivered without need of more than occasional inspection.

Changes in adjustment obviously are necessary whenever the operation shifts to a different type of roast. Such control adjustments are made without machine stoppage or production lag.

Automatic control of temperature is maintained within a range of one degree Fahrenheit, plus or minus.

The continuous roaster eliminates practically all of those variables found in roasting methods where human operatives have a major and continuously exacting rôle in the coffee-processing. Although controlled by instrument, no difficult technique need be mastered in setting or manipulating the controls.

Since the operation of the continuous roaster is entirely automatic—with every phase of roasting and cooling being

mechanically timed and automatically controlled—one attendant can easily handle several units. His duties are confined mostly to a periodic check of the instrument readings and an occasional inspection of the product. Less close supervision is required than for any batch system of similar capacity.

Supplementary labor to open bags, dump green coffee, etc., is of course the same as that employed for other roasting methods.

Every continuous roaster is fully protected by automatic safety controls. They include special devices which function dependably at starting-time, during machine operation, and between runs—providing safeguards against every conceivable emergency.

Gas is the preferred fuel because of its convenience, ease of control, elimination of fuel storage, etc. Oil fuel is used in many installations, however, with notable efficiency. Fuel consumption is held to a minimum by the high efficiency of the recirculating principle, by thorough insulation and by the system of air-locks which cuts heat losses. The actual figures vary with the types of coffee processed and the degree of roast.

Exclusive of fans and collectors, the floor space required within the building for installation of the larger machine is about 785 square feet and 375 square feet for the other model—approximately the same area which would be occupied by Thermal batch roasters and coolers having the same total capacity.

Fans and collectors are installed usually on the roof, directly above the continuous roasters. The actual arrangement of these items is determined by the building conditions in each case.

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# Editorials

## Tell the restaurant operators

Coffee packer's salesman catering to the restaurant trade have been working hard for their money recently. They've had a lot of questions thrown at them, and have had a lot of explaining to do.

We know, because some of the restaurant operators even brought their questions and their doubts to us.

The questions, in all the instances, were similar.

First, why was coffee so high? Did it have to be so high, or were they being given a rooking by their coffee supplier? Would they do better if they changed their supplier?

One restaurant operator, who absorbs a considerable quantity of coffee a year, said he was even looking into the possibility of doing his own importing and roasting!

Another question which kept recurring was sparked by the low price, in comparison with other coffee brands, featured by one of the leading chains.

The question usually took this form: "Why, I could do better just going around the corner and buying my coffee in their store!"

In each instance where a restaurant operator came to us, we tried to set him straight on basic coffee facts. We gave him figures to show that far from giving him "a rooking," his coffee supplier was probably absorbing some of the green coffee increase himself.

We pointed out, too, that the chain was in all likelihood carrying the low coffee prices as a leader and could not continue to do that indefinitely. Besides, from a restaurant point of view, the chain's prices could not be taken as a basis for comparison. The coffees in question were not restaurant blend or restaurant roast, and the price-per-cup might tell an entirely different story.

The questions made one thing clear: The need for the coffee industry, in situations such as this, to go beyond the routine in getting facts across to its customers.

There is still a need—more pressing, probably, rather than less—for facts about the coffee situation to be put into the hands of restaurant operators.

Packers' salesmen are doing what they can. Their work should be strengthened and buttressed, in their own material and in direct messages to the restaurant operators.

Whatever can be done along these lines will tend to replace resentment with understanding and good will.

It will help create an atmosphere more receptive to future better-coffee-brewing-and-serving promotion by the coffee and restaurant industries.

## Slot machine coffee and tea

We think it's an interesting figure, the estimate elsewhere in this issue that automatic coffee vending machines are now absorbing about 10,000 pounds of coffee a day.

This is a market, small as it is, which did not exist at all a few years ago. It is a market which has grown fast and will probably continue to grow rapidly.

In fact, from the plans of manufacturers of the vending units, indicated in the progress report on Page 13, the rate of growth may even increase this year.

Last month coffee was joined by tea as a beverage dispensed through vending machines. This development was, of course, inevitable, once a tea syrup or a tea soluble was available.

We have a notion that existing soluble teas and syrups—we're thinking, for example, of that surprisingly good syrup George Mitchell demonstrated at the Greenbrier last year—might find themselves in demand by manufacturers and operators of vending machines.

These coffee and tea vending machines undoubtedly have a vast increase in popularity ahead of them. They have the merit of making these beverages available at places where they could not be had before this. They are simple to operate and they put coffee and tea into fields where before soft drinks held the field uncontested.

We don't think vending machines, which depend on the use of concentrates, will ever seriously compete with coffee and tea brewed and served through the customary channels.

Rather, the vendors will probably add to total coffee and tea consumption, a development which these industries can only welcome.

## We're grateful

Holiday greeting messages from distant corners of the earth are still reaching us, at this writing.

The flood of cards, wires and other forms of greetings from friends throughout these 48 states and from other countries has been heart-warming.

To answer each of the greetings individually, as we'd like to, would be a monumental undertaking.

May we therefore take this means of saying to all of you who sent us one of these tokens of friendship, "Thank you. We're grateful."

• *Tea Storage*

• *Blending*

• *Reconditioning*

• *Rereading*

• *Tea Packaging for the Trade*

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# How to sell more tea to restaurants

A clear summary of facts that count, ideas that work, for the tea packers' salesmen

By JAMES J. BOOTH Advertising Manager  
Tea Bureau, Inc.

(Recently the Tea Bureau conducted test meetings with tea packer salesmen in the restaurant field. The response, the Bureau indicates, was enthusiastic. This article is from the presentation at those meetings.—Ed.)

Sixty per cent of the people 12 years of age and up in the United States, or a little better than 67 million people, like and enjoy hot tea in the home in the wintertime. But when they eat out, at least half of them never order it in restaurants. They have come to learn, over a period of years that they simply cannot get a good cup of hot tea in restaurants.

Generally speaking, the quality of dry tea sold to restaurants is at least as good as that the housewife purchases from her grocer. To be perfectly honest, the below-par beverage that the average restaurant or public eating place serves the customer can only be the result of lackadaisical formula and brewing methods.

Now, let's get down to the sales and service job.

Your restaurant customer today is really "sweating it out" in an attempt to make both ends meet. His net profit on his overall operation is down to somewhere in the neighborhood of two per cent. Basically, this profit shrinkage comes from very high labor costs, as well as unusually high food costs.

If there was ever a time in the history of the restaurant industry when a restaurant operator was open for ideas, it is right now. The coffee situation being what it is, your customer will be more than willing to experiment with a beverage that will show him a real profit. For example, no one item of food or beverage shows as high a profit margin to a restaurant operator as tea. The cost of the raw material is about 1½ cents per cup.

The breakdown of the average cost per serving (20 servings) is: tea, .09 cents; milk or lemon, .45 cents; sugar, .22 cents; total 1.57 cents.

There just isn't any food or beverage, that I know of, that costs as little as 1½¢ per unit. The gross profit obviously depends on his selling price. I don't know what the restaurants in your area charge for a cup of tea, but I have a feeling

that the general run is around 10 cents, and at 10 cents the gross is about 8½ cents. Where more money is charged for pot service, the gross is correspondingly greater.

In addition to that, there is no wastage in tea. It keeps for longer periods of time and, because it's always prepared to order, the customer knows it is fresh. Also, tea, because of its very refreshing nature and because of its very clear, clean taste, invites the purchase of a dessert which is not always true with a sweet or syrupy type of beverage.

I think we can get most restaurant operators to admit that tea is the most profitable thing they can serve, but they'll say "So what? I can't make any money on something I can't sell, and I just don't sell very much tea."

I think we'll grant that, if he is like many restaurant operators in America, he probably doesn't sell very much tea. If that's true, it's his fault and undoubtedly our fault, for there are any number of restaurant installations that I could name who do a terrific job in hot tea. I am going to single out three particularly because I have been a little closer to them than to some others.

One is Bickford's, and I'm speaking specifically of their 50 company-owned and operated restaurants in the New York area. They've done just about as good a job on hot tea as has been done anywhere.

A number of years ago, they discovered that they weren't selling much tea. Since they knew they could make money on it, they wondered why. When they looked at what they were doing, they found that the reason was that they weren't



Two tea-selling ideas that work. A Bickford's fourth meal poster (above) and Clark's newspaper advertising of tea varieties (below).



## HENRY JONES, TEA CONTROLLER, DIES ON EVE OF BULK TALKS

Henry Jones, tea controller under the British Ministry of Food, died in England last month, according to a report received as this issue goes to press.

His death is said to have occurred on the eve of his scheduled departure to India and Ceylon to open negotiations on bulk tea purchase contracts for the coming year.

serving a good cup of tea. It didn't taste good, so nobody bought it. They were using cup service, so one of the first things they did was to switch over to pots— $1\frac{1}{2}$  cup pots. They purchased heavier tea bags, 150-count to the pound, to be exact, and made certain they had an instantaneous supply of boiling water. They promoted their tea and immediately tea sales increased.

They carried it a step farther. Business in their restaurants was very slack between the hours of 2:30 and 4:30 in the afternoon, so they instituted a fourth meal special. They would serve a pot of tea, an inexpensive sandwich and perhaps a piece of cake, all for 15 cents. Since they had the same overhead and would have to pay their help whether they worked or not, this program looked as though it would build store traffic. As a matter of fact, it did. Not only did they sell quite a few of the specials, but they attracted people who bought other things during these normally slow afternoon periods. It also brought in people who did not eat in their restaurants regularly. As a result, within a few days some of these new customers would come back and have breakfast, lunch or dinner.

During the war, Bickford's had to discontinue this fourth meal special, but now they have started it again.

A few years ago they were a little discouraged over pot breakage, so they discontinued pot service. That's when they found out how really effective their correct tea service had been. Customer complaints were so loud and vigorous, both within the restaurants and in letters to the management, that they immediately reinstated it.

Harding's, in Chicago, do a great job on tea. There again it's the same story as Bickford's. Heavy weight tea bag, pot service in their dining rooms (at the men's counter, they use cup service) and a reliable source of boiling water. They have had a very nice increase in their tea business the past few months by separating tea from coffee on their menus. For instance, they have coffee and milk on one line. On a separate line below them they have tea and list varieties.

### What Clark's does

The third restaurant I'd like to cite is Clark's, in Cleveland. At the risk of repeating myself, I'll tell you what they do. They use a heavy weight tea bag, boiling water, pot service and liberal promotion material. They even high-light tea in their newspaper advertisements. They also feature tea on their menus, listing varieties as do Harding's.

What does it accomplish? Well, here's part of a letter from Miss Gladys E. Stevens, their advertising manager:

"In spite of the fact that our iced tea sales in 1949 exceeded 1948 consumption, our record for hot tea sales during the first ten months of this year (1949) is 12 per cent over that of last year. Sales by kinds of tea were as follows: Orange Pekoe, 90.5 per cent; Green Tea, 2.8 per cent; Mixed Tea, 2 per cent; Darjeeling, 4.7 per cent.

(Continued on page 46)



## Prepare Now For The Iced Tea Season

Last summer the demand in many instances exceeded the supply of such packed tea. Let our experienced representatives assist you in selecting suitable teas at this time.

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COFFEE AND TEA INDUSTRIES

# Tea dilemma in Ceylon

By J. H. G. LEBON

(This analysis of tea in one of the world's prime producing countries is from a survey of the economy of Ceylon and its problems in the *Ceylon Trade Journal*. Dr. Lebon is a "Sometime Professor of Geography at the University of Ceylon."—Ed.)

Tea dominates the economy of Ceylon, providing the greater part both of exports and revenue. It is primarily a crop of the hills, and has, on the whole, been planted in areas which a century ago were virtually trackless tropical forest.

Except near Kandy, where many tea estates utilize the land that was planted with coffee between 1830 and 1885, and where land has been occupied that should perhaps have been reserved for expansion of the original village economy, this branch of production has not competed for land with other users or uses. It has, in fact created immense wealth from land which was valueless.

Becoming significant in the economy of the country after the coffee plantation had been destroyed by blight, by 1900 it had been realized that at higher altitudes in Ceylon, lower temperatures, slower growth and a well-distributed rainfall permit the manufacture of teas which command high prices in the world's markets.

## Investment of capital

Clearance of jungle, in the southern hill districts, up to heights well exceeding 6,000 feet; the conversion of thousands of acres into closely-planted tea-fields; the building of the characteristic factories, bungalows and coolie-lines; the development of a road-network; the building of the remarkable up-country railway line which crosses the main watershed at a height of more than 6,000 feet, and which, with its branches connects the factories and estates with Colombo (providing the means of transport essential, before the advent of the motor lorry, for such an industry), together correspond to the investment of capital on a most substantial scale, the greater part of it private, particularly at first, but later associated with the entry of the limited liability company.

The proprietary planter opened much new tea-land, borrowing money to enable him to meet his expenses for the first few years until his bushes could be plucked. Sometimes he did not attain financial stability, particularly if prices dropped just as his tea was coming into bearing; and he sold his estate to a company, which then managed its property by means of a superintendent. If he made his estate pay, he might go on to acquire another; or if he was nearing the end of active life, he left Ceylon to retirement in his native country, selling the planted tea, the factory, the buildings representing his life-work, knowledge of tropical agriculture and labor organization, to a company.

The proprietary planter is now almost extinct, and nearly all the tea estates are owned by companies, four-fifths English and the remainder registered in Ceylon. Effective control

Although world prices are high, production is on a low-cost footing, according to this thought-provoking article

of policy has passed from the estate to the agency in Colombo, or to London.

Considerable improvements in productive efficiency have been effected. The unit—the estate originally owned by a proprietary planter—was often quite small—from 200 to 500 acres. By the acquisition of a number of adjacent, though not necessarily contiguous, estates, companies could reap advantages from a larger unit of production. This became the more possible after 1925, when the motor-lorry began to demonstrate its great flexibility as a means of transport.

## Newer factories

The old, smaller factories, were demolished. Newer factories with modern machinery, and often provided with power from a small hydro-electric installation were erected in a central position. The footpaths along which the coolies formerly trudged to the field in which they were plucking, to return later bearing their baskets full of green leaf, were replaced by motorable tracks. Thus the lorry could collect leaf several times a day from conveniently-situated depots, and could be used to take fertilizer to the fields. Thus the efficiency of both the laborer and the factory was greatly increased.

For estates not located close to the railway line, transport costs to and from Colombo were also reduced. Thus grouping estates and the development of road transport have unquestionably contributed greatly to increase of production.

But the industry is not without its problems. It is subjected to heavy taxation. Companies registered in England are compelled to pay two-thirds of their profits to the Ceylonese and English governments in taxation. On such a scale, taxation precludes management which is truly conservative with regard to the soil and the tea bush.

Prices have been high during the war, and have continued

(Continued on page 54)

## Japan Tea Exports, 1949

(in pounds)

MONTH	U.S.A.	CANADA	AFRICA	OTHERS	TOTAL
January	299,944	26,150	519,277	.....	866,371
February	162,943	.....	115,000	8,800	306,743
March	86,598	.....	601,850	.....	866,446
April	22,000	.....	115,350	.....	137,350
May	1,700	.....	569,145	.....	570,845
June	194,710	.....	283,195	.....	427,905
July	885,195	2,100	585,800	8,315	1,877,610
August	1,417,288	232,278	3,847,592	.....	5,497,448
September	737,772	32,750	2,334,905	6,880	3,212,407
October	67,792	1,100	815,303	8,800	888,995
November	90,669	31,482	691,250	10,460	823,881
December	264,736	.....	318,500	217,000	799,836
TOTAL	4,399,143	325,860	10,817,867	255,775	15,794,745

The Shizuoka-ken Export Tea Association

## Tetley setting up new million dollar tea plant in Savannah

A new, million dollar tea factory in Savannah, Georgia, is being readied by the Tetley Tea Co., Inc., it was indicated last month by E. C. Parker, president.

Tetley signed a ten-year lease with the Georgia Ports Authority, effective January 3rd, on a modern, one story concrete and hollow tile building with 43,000 square feet of floor space.

### Modern factory

Mr. Parker said the building will be converted into one of the most modern tea factories in the United States. It will be a complete unit for blending, packaging, storing and shipping tea. The new plant will handle all of Tetley's business in the Southern states.

The Tetley Tea Company, founded in England in 1837, started operating in the United States in 1888. It has grown to be one of the largest tea blenders and packers in the country. The new factory at Savannah will be the first branch plant established by the American company. All of their business in this country has hitherto been handled through the main office and plant in New York City. Continued growth of the company's business in the Southern states made the expansion necessary.

Mr. Parker said that preparation of the building will begin immediately and installation of machinery will start as soon as deliveries can be obtained. The plant will

have an initial capacity of from 2,500,000 to 3,000,000 pounds of tea annually and will represent an investment in the neighborhood of \$1,000,000 for machinery, equipment, tea and supplies.

The new factory will enable the company to provide improved services to its customers throughout the South, one of the fastest growing market areas.

Mr. Parker added that before selecting Savannah as the location, they investigated all of the outstanding Southern port locations and were convinced that Savannah offers a combination of advantages which would seem to assure the success of the plant. He said that the Industrial Committee of Savannah, Inc., and the Georgia Ports Authority, on whose property the plant is located, had rendered outstanding service in supplying accurate information on every local factor which would affect production and distribution costs and in working out the details for lease of the plant building.

The Tetley Tea plant is the first manufacturing plant to be located on the Georgia State Ports' Savannah property, which was acquired last year and is being developed as a State port.

### **Special session to mark opening of U. S. Board of Tea Experts meeting**

The second annual special session of the U. S. Board of Tea Experts, marking the opening day of its 1950 meeting, is being held February 14th at the Tavern-on-the-Green, Central Park West, New York City.

Plans called for the Board to sit as a panel to answer questions about tea.

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### Branch Sales

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# Tea Importers

# HENRY P. THOMSON, INC.

99 Wall Street

New York 5, N. Y.

Member: Tea Association of the U. S. A.

# Two key factors in tea outlook

There are two important factors which must have far-reaching effects on world consumption during the coming year, Balmer Lawrie & Co., Ltd., concludes after an examination of world tea production and consumption.

First, the announcement of the British Ministry of Food regarding the increase in the weekly ration by one-half ounce, which means an additional United Kingdom requirement of some 60,000,000 pounds.

Second, the existing world shortage of coffee and the resultant spiral in prices, presents an unparalleled opportunity for increasing sales in the coffee drinking countries of the world, notably the U.S.A., Canada and the Continent. This has coincided with the launching of a new advertising campaign by the Tea Bureaus in the former two countries, a high note of which has been to stress the importance of good tea-making in cafés, restaurants, and public institutions, and to instill in the minds of the American and Canadian publics an appreciation of good brewing and serving techniques.

We are convinced that the road lies open for a steady expansion in consumption on the North American continent, and predict that great strides forward will be made during the course of the next ten years.

## More promotion

We understand the International Tea Market Expansion Board has recommended that a substantial increase in funds is made available for propaganda purposes. If American and Canadian importers and retailers would contribute similarly, the Tea Bureaus in these two countries will have added funds with which to exploit the strong position in which tea is now placed.

In North Africa, Egypt, the Red Sea ports, Iran and Iraq, consumption is undoubtedly rising, and we can look for a growing demand from these countries next year.

So far as production is concerned, we expect the present outturn figures from the major manufacturing countries will be fully maintained. Reports from Java and Sumatra prophesy an increase of some 35,000,000 pounds during 1950, but we urge that this figure be treated with extreme reservation, bearing in mind the very considerable shortfalls against estimates that have occurred during each of the past four successive years. The gap separating production and consumption will be further narrowed, but it seems most unlikely that supply will exceed demand to any appreciable extent.

## MOF plans

It is not possible, without a knowledge of Ministry of Food plans for the future purchase of supplies, to predict a price level for the forthcoming season. As the world's greatest consumer the United Kingdom's methods of purchase and price will set the pattern for auction levels in Calcutta and Colombo, and the results of the British Purchasing Commission's discussions with the Indian and Ceylon Governments are eagerly awaited by all those connected with the tea industry. The recent slump in the Calcutta and Colombo auctions serves to illustrate the importance that world buyers attach to the United Kingdom's buying plans.

World stocks, we believe, are low and a yardstick for minimum auction prices both in Calcutta and Colombo will surely be set by the basis of United Kingdom contracts, if

contracts there be, with the governments of India and Ceylon. It is said that a strong stand for an increase of 3d. to 6d. per pound will be made, and with the knowledge of the United Kingdom's additional requirements of 60,000,000 pounds, the producing countries are placed in a strong position to bargain.

Tea, even at the recent enhanced prices, remains the cheapest beverage in the world, and the scope for increased world consumption in face of the coffee shortage is tremendous. Added stimulus to world demand has been brought about by devaluation of the pound sterling and the ability of the Middle East countries to pay high prices by virtue of their wealth in oil.

We look to the forthcoming year with confidence that demand will be widespread, and though we do not expect the extreme level of values that has prevailed throughout the current season to be repeated, we anticipate that prices are likely to be more in line with those ruling in 1948.

## Growing sales behind Normandy move to larger offices, plant

In a move made necessary by continued expansion of its business, the Normandy Coffee & Tea Corp., Staten Island, N. Y., is moving to new and larger quarters just around the corner from the firm's present location, it was announced last month by Eric Eben, president.

The move to the new address, an air conditioned building at 158 Richmond Street, is expected to be completed by March 1st. New tea packing machinery is being installed in the plant there to handle Normandy's increasing volume of orders, Mr. Eben revealed.

The company's growth during the past few years has transformed it from a sideline tea enterprise to one of the country's leading tea and tea packing firms. Mr. Eben credits the firm's rapid rise in sales to a three point policy; uniform, standardized quality, continuity of advertising and promptness in deliveries.

Connected with coffee and tea since 1929, Mr. Eben first studied the coffee industry in Europe and later spent several years in Brazil and Central America. He joined Normandy in 1944 as head of the tea department. He is keenly interested in the work of the Tea Association of the U. S. A. and attends organization's conventions regularly.

Under Mr. Eben's supervision Normandy doubled its tea business each year. Now, as president of the concern, he reports tea customers throughout the United States, in Italy and in Switzerland.

Alert to new developments, he has introduced new methods and machinery, it was indicated, and he was one of the first in the trade to introduce personalized tea bags for the smaller customer and attractive, cellophane-wrapped cartons.



Normandy's Eric Eben

## Says tea consumption will go up 10 per cent this year in the U. S.

Tea consumption is expected to increase more than ten per cent in the United States in 1950. This prediction was made last month by Anthony Hyde, managing director of the Tea Bureau, Inc.

During the first nine months of 1949, there was an eight per cent increase, and in the last three months, while coffee prices doubled, it was found that tea received more attention from the American housewife. In many sections of the country tea sales were up 50 per cent.

Mr. Hyde, discussing the American tea market, said: "It is gratifying to note that the American housewife is buying more tea for mealtime use. The stable price of tea is bringing the world's most popular beverage into the American home. I feel that the tea industry can look forward to greater acceptance of their product."

### Attractive, all-glass iced tea dispenser announced by Sieling

A new, attractive all-glass iced tea dispenser has been announced by Edward H. Sieling, president of the Sieling Urn Bag Co., Chicago.

The iced tea "olla," which is designed for the restaurant counter, is hand blown of heat resistant glass and is decorated with platinum bands fired right into the glass.

Mr. Sieling calls the dispenser "the most beautiful piece of equipment you ever laid eyes on."

He offers, in support, this comment by the Tea Bureau's Oscar Gorenflo: "For years I have been working on and dreaming of a good looking and practical iced tea dispenser, one that would sell more iced tea. And here you come up with something that is far more beautiful and better than anything I ever dreamed of."

At Mr. Gorenflo's suggestion, the "olla" has been equipped with a very good chrome faucet. It also has neoprene tasteless and odorless washers in place of rubber ones. The nipple and nut are plated and the cover is a black, odorless plastic.

Mr. Sieling says that with lots of 25 or more, a tea distributor's brand or name will be fired permanently into the glass with no additional charge to the tea firm.

### India says Pakistan ban on transport will not affect Calcutta tea auctions

The ban imposed by Pakistan on the transportation of tea, jute and other goods through its territory will not affect Calcutta's Tea Auctions, the Central Tea Board of India declared last month.

Partition of India cut the rail link from Assam to Calcutta, but the Central Tea Board said arrangements had been made to move 7,000 chests of tea daily from northern gardens to Calcutta via the new Assam rail link, which runs entirely through Indian territory.

The new link, recently completed, is 145 miles long and passes through the three provinces of West Bengal, Bihar and Assam.

## TEA

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- Iced Tea Bags
- $\frac{1}{2}$  lb. Bags
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- Bulk Tea

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BOSTON: 156 State Street NEW YORK: 100 Front St

### Tea Movement into the United States

(Figures in 1,000 pounds)

	1948		Jan.		Feb.		March		April		May		June		July		Aug.		Sept.		Oct.		Nov.		Dec.		Year		
	Dec.	Year	1949	1949	1949	1949	1949	1949	1949	1949	1949	1949	1949	1949	1949	1949	1949	1949	1949	1949	1949	1949	1949	1949	1949	1949	1949		
<b>Black</b>																													
Ceylon	4,273	45,329	3,286	2,924	3,458	3,269	2,821	3,461	1,297	3,079	1,595	1,224	2,946	2,465	31,828														
India	2,211	27,308	3,544	2,282	2,663	3,170	2,012	2,190	1,357	3,270	2,400	4,477	3,285	3,718	34,368														
Formosa	581	4,040	644	149	610	247	109	187	92	460	1,017	977	1,160	790	6,442														
Java	881	3,469	1,136	461	571	1,058	1,280	889	848	1,182	521	361	572	197	9,375														
Africa	75	4,605	49	188	140	1,232	376	1,186	382	742	304	418	295	111	5,423														
Sumatra	82	158	171	198	5	271	248	107	180	261	215	109	36	51	1,853														
Congou	51	831	7	51	137	27	13	61	33	45	49	18	1	2	444														
Misc.	11	258	21	28	7	32	7	1	17	28	7	39	32	39	256														
<b>Green</b>																													
Japan	556	4,054	126	113	357	418	11	16	345	730	1,152	546	316	93	4,223														
Ping Suey	13	365	20	21	41	38	18	31	...	...	...	...	...	...	169														
Misc.	4	98	...	2	...	...	...	1	1	1	1	1	...	28	34														
<b>Oolong</b>																													
Formosa	42	386	...	39	46	2	17	12	54	...	...	94	181	84	530														
Canton	14	103	19	10	9	6	5	12	20	14	18	16	15	20	166														
Sentd. Ctnn	10	100	14	9	4	12	6	20	15	9	14	11	14	21	150														
<b>Mixed</b>	15	77	15	8	12	8	5	3	13	6	19	5	12	26	134														
<b>TOTALS</b>	<b>8,819</b>	<b>91,378</b>	<b>9,045</b>	<b>6,489</b>	<b>8,360</b>	<b>9,790</b>	<b>6,932</b>	<b>8,177</b>	<b>4,654</b>	<b>9,827</b>	<b>7,312</b>	<b>8,296</b>	<b>8,865</b>	<b>7,645</b>	<b>95,393</b>														

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner C. F. Hutchinson.

## 5,000,000 pounds more tea a year is Pakistan goal

Pakistan is embarking on a program to increase its annual tea production by 5,000,000 pounds to a total of about 50,000,000 pounds, according to the American embassy in Karachi.

The present tea area amounts to 74,000 acres, but Pakistan is allocated 76,700 acres under the extended International Tea Agreement.

The decision to expand tea production was reached at the Pakistan Tea Conference held in December. Improvement of existing tea gardens, rehabilitation of abandoned estates and bringing suitable extra acreage under cultivation were suggested.

### Markets, too

The conference also discussed the foreign and domestic market for Pakistan's tea and the development of tea storage and marketing facilities at Chittagong.

The United Kingdom, which purchased 30 million pounds of tea from Pakistan in 1949, will continue to be regarded as the best customer, but efforts will be made to export larger quantities of Pakistan's tea to the Middle East and to increase the proportion of domestic tea in popular blends consumed within Pakistan.

### Named selling agents here for Brazil's top tea grower

Mills' Distributors, Inc., New York City, export and import selling agents for manufacturers, have been named exclusive representatives of the Cooperativa Agricola de Cotia, Brazilian tea producers.

Alex Roberts, of Mills' Distributors, said the Cooperativa Agricola de Cotia was the largest grower of tea in Brazil.

Last year that country exported 181,354 kilograms of tea, compared to 533,179 in 1948. It was expected that the exports would show an upswing in 1950, particularly through sales to the United States.

### Iced tea season starts early

The iced tea season started early this year. In fact, it started almost as soon as the year itself did.

A thirty-seven year heat record was shattered in January in the New York area when the mercury rose under the influence of a drift of warm Gulf of Mexico air.

It was so balmy that the United Nations dining rooms at Lake Success featured iced tea on their menus.

### NRTCMA sets convention dates

June 11th-15th have been announced by the National Retail Tea and Coffee Merchants Association as the dates of the 1950 convention.

The place is the Statler Hotel, Detroit, Mich.

**R. G. COUGHLIN**

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MEMBER: TEA ASSOCIATION OF U.S.A.

**Tea Bureau's Anthony Hyde marries; bride is former Phyllis Elizabeth Reynolds**

Anthony Hyde, managing director of the Tea Bureau, Inc., has become a benedict, joining other prominent Americans in that status.

His bride is the former Phyllis Elizabeth Reynolds, daughter of Mr. and Mrs. Howard Arthur Reynolds, of New York City. The former Miss Reynolds attended schools in New York City, studied ballet and has appeared professionally.

Mr. Hyde is the son of Mr. and Mrs. Dorsey William Hyde, Jr., of Gilmanton, New Hampshire, and Washington, D. C. He attended schools in Washington and New York, and was graduated from Yale in 1929. During the war, he was attached to the White House staff as a deputy director of War Mobilization and Reconstruction. The bridegroom's father was chief of archival services of the U. S. Archives. His mother was the former Majorie Cox of London, England.

The wedding took place in Washington, D. C., on January 21st and the couple left immediately for a short motor trip to the south. They planned to return to New York, where they will reside, will take a delayed honeymoon in Europe next spring.

**How to sell more**

(Continued from page 40)

We have talked at some length about heavy weight tea bags. The minimum weight is 200 to the pound. Anything over this and you can't expect to have your restaurant customers serve a good cup of tea, unless, of course, they use two bags.

We've talked about boiling water. Boiling water is water that is 212° Fahrenheit and, contrary to popular opinion, it does NOT come out of a coffee urn at 212°. It might be boiling if it is set for 212°, but not all of them are. Even if it is set for 212°, and they've recently made coffee, you'll find the temperature ranging from 165° to 195°. The only thing I can suggest here is that you first make sure that the boiler is set up for 212°. If it's not, see if they won't let you step it up to 212°. That way at least you'll have boiling water a good part of the time.

**West service**

And by the way, boiling water means little if dry service is used. Wet service, that is, pouring the boiling water over the tea bag in the pot or cup, is essential to a good cup of tea. Always discourage the serving of a tea bag "on the side." Obviously, in this type of service, when the customer gets the water, it is far below the minimum temperature necessary to brew correct tea.

A good source of boiling water is the lower half of a glass coffee maker. There's the human element here in that, during rush periods, the waiter is apt to get impatient waiting for the water to boil and use it when it just looks hot. Here again we have an educational job to do.

We think a lot of our boiling water problems could be solved with the little unit known as a Silex Tea-Ket. It was developed with the Silex people by the public service committee of the Tea Association. We've had our growing pains during our initial distribution, but now it looks as though the Tea-Ket is really set. According to the Silex spec-sheet, it delivers 205° water; it's thermostatically controlled to cut back in at 202°. A red light flashes below

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MEMBER: TEA ASSOCIATION OF THE UNITED STATES OF AMERICA

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## LIPTON TEA

Member of the Tea Association of the  
United States of America  
THOMAS J. LIPTON, INC., HOBOKEN, N. J.



## 1949 TEA PRODUCTION HIT ALL-TIME HIGH IN INDIA

Production of tea in India hit 575,000,000 pounds during 1949, an all-time high which topped the top figure for undivided India by about 2,000,000 pounds.

During the last three years, the Indian Union has therefore more than made up for the loss of 45 million pounds of tea a year through partition.

202° to let the operator know to wait a few seconds. Actually, on a continuous draw you get two pots or four cups of 200° water, or better. There are quite a few of them out on test and the reports are excellent.

If I had the job as a packer sales rep—and I hope to spend a month at it—here's what I'd do. I'd start with a bell weather account like Bickford's—there's at least one in every territory—and I'd get the facts and figures from him. They'll usually go along. Use that as a case history to convince one of your other accounts to do a job. Keep an eye on him—help him—and then you'll have two case histories. First thing you know, you'll be selling more tea in four or five restaurants in a week than you used to sell in all of your restaurants in a month.

One gimmick you might use is to test his water temperature with a professional-looking thermometer. It looks very professional, and he will really feel you're taking a genuine interest in his problems. Test the water from a coffee urn, that's where most of them draw their so-called boiling water for tea. As I've said, it simply can't be under

(Continued on page 54)

## 12 queens reign instead of one during National Hot Tea Week

Twelve queens, not one, reigned during the industry's National Hot Tea Week, celebrated January 23rd-29th.

"Tea Around the Clock" was the keynote for the celebration and "Tea for Two" the theme song. The country's leading entertainers sang the song during the week, including top comedian Bob Hope on his radio program.

The queens included Adele Jergens, "National Hot Tea Week Queen," who is currently working in "Edge of Doom" for Sam Goldwyn and has been signed to star at RKO in "Code Three"; Doris Day, "Radio's Hot Tea Week Queen," who is featured vocalist on the Bob Hope Show and appears in motion pictures; Barbara Stanwyck, "Tea Around the Clock Girl," who is starring in Paramount's new picture "Thelma Jordan"; Betty George, "Girl We Would Most Like To Have Tea With," who is with the Chicago company of "Kiss Me, Kate"; Patricia Neal, "Tea and Cookie Girl," starring in Warner Bros.' "The Hasty Heart"; Midge Parker, "Tea for Two Girl," who is a popular young songstress; Gypsy Markoff, "Tea 'n' Tea Girl," famous accordianist injured in the Lisbon crash; Gale Storm, "The Teen-Agers' Tea Queen," a starlet of Monogram Studios; Reno Browne, "Cowgirl Tea Queen," a starlet of Monogram Studios for Western movies; Marion Marshall, "The Teapot Queen," featured in the picture, "A Ticket to Tomahawk"; Margaret Whiting, "Disc Jockey Queen," who leads female vocalists in record sales; Amanda Blake, "Movies Tea For Two Queen," featured in the MGM picture "Stars In My Crown."

## FREDK. EDWARDS & SONS

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MEMBER: TEA ASSOCIATION OF THE U.S.A.

## TEAS

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## TEAS

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(Right) The Duplex Packer and Weigher is very flexible and accurate. Handles from  $\frac{1}{2}$  oz. to 15 lbs. . . . bags, cans, cartons or containers . . . 8 to 15 per minute with one operator (including checkweighing). Has automatic transfer from No. 1 to No. 2 station and automatic take-away conveyor.



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## Tea leaves

pointed comments by a tea trade dean

By ROBERT A. LEWIS

### Tea . . . Marches On

This year holds much promise for the tea business in the United States. A notable increase nationwide in the sale of good tea is in the offing, and supplies will be sufficient to permit widespread distribution.

Leading importers and packers plan on having full working stocks of fresh tea for their important blends, keeping them toned up to concert pitch right through the year.

Uniform quality will be maintained both here and in the countries of origin. Already tea planters are working hard to improve their output.

Greater care, too, will be exerted in the manufacturing process. The Indian government has urged all growers to make even better tea, and it

is felt that this can now be accomplished, since there is no shortage of fertilizers.

Shippers of tea in the countries of origin are generally aware of the continuous increase in population here—it's over 150,000,000 now—representing a steadily widening potential market for good black tea which, of course, the shippers are eager to export.

To build consumption here, the Tea Association of the U. S. A. and the Tea Bureau are working together harmoniously, doing a constructive job for the entire industry. These organizations enlist the support of every branch of the tea trade throughout the nation.

Per capita consumption is on its way up. Any marked increase in tea consumption at home must begin with the housewife, and she will be told more about the world's most fascinating and popular beverage . . . how nations have fought for it, how poets have sung of it, how it is welcomed as a household friend in every home in every land because it is refreshing, mildly stimulating and perfectly harmless.

More important today than ever before is the fact that tea is the cheapest beverage, except for water. For example, two cups of tea can be had for one cent, and the very fanciest grades for but a fraction more. This, too, is a tea fact not yet known to many, many housewives.

The opportunity is good, this year, to lift both tea sales and per capita consumption to higher levels.

#### Personal approach sells

(Continued from page 17)

coffee section of New Orleans, Mr. Foltz has found throughout 40 years of merchandising that advertising and a close touch with the consumer pay the best dividends.

As a direct result of his consideration for consumer demands, he offers Zodiac coffee in three choices: pure coffee dark roast, pure coffee light roast and the chicory blend so popular in New Orleans. All these are packaged in the vacuum-pack tin to assure uniform freshness.

# THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

## Spice-of-month plan goes regional

By M. L. VAN NORDEN, Chairman  
Publicity Committee  
American Spice Trade Association

The American Spice Trade Association's Spice-of-the-Month program rang a bell in the publicity field last year. Editors—and their readers—respond enthusiastically to the idea of concentrating on a single natural spice per month, as a means of more easily learning the many flavor benefits of these food adjuvants.

Because the Spice-of-the-Month plan went over so well, we are not abandoning it in 1950, but are varying it to provide fresh "talking points."

This year we are launching a Spice-of-the-Month Regional Cooking program. Starting with Pennsylvania Dutch cookery in February, and featuring cinnamon, which is used in many Eastern Pennsylvania dishes, the program will focus on a different section and spice each month. January was the spice trade's "International Month," in which the seasonings common to all nations were stressed, and we featured the seasoning salts.

The reasons for our choice of this program have been summarized by Lester W. Jones, of McCormick and Co., Inc., Baltimore, president of the American Spice Trade Association:

"The spice trade is one of the most international of all businesses," he said. "We import spices from many nations of the world, and grow several in our own country. With 1950 a 'Holy Year' and destined to set records for intercontinental travel, with the United Nations world capital in New York scheduled for completion this year, we thought we would show that this country is a successful United Nations in its own right. We have peacefully absorbed people of varying tongues, cultures and food habits, who nevertheless retain some of their national characteristics in the sections of our country in which they have settled."

Our recipes and food photographs will be guided monthly by the section of the country on which we are focussing, and it will tend to demonstrate the tremendous variety of the American cuisine. We will in a sense be debunking the idea that Americans have a predilection for bland foods. As our program moves from region to region, we will show that there is hardly a corner of our vast land that does not have "native" cookery of a kind hospitable to spice and proper seasoning. From New England's cool climate, with

its native American foods and recipes, to the Creole cookery of New Orleans, the Latin American cookery of the Southwest and the semitropical cookery of Hawaii, our researchers have come up with delectable dishes that will find their way into many kitchens and spur the current national interest in unusual, and unusually good, recipes.

In December, 1950, we will feature "Metropolitan Cookery," that of national groups in America's urban centers—those who have retained their national identities to a marked degree, and have also preserved valuable recipes from the "old countries." Our home economist has developed recipes which will make it possible for an average homemaker to make even authentic Chinese dishes from ingredients readily available at the corner grocery store.



### New spice booklet

Our new cook booklet, "The ABC of Spice Cookery," containing recipes and spice tips galore, is now on the press, and will soon be distributed nationally to win new friends and influence new sales for spices, seeds and herbs. We are placing particular emphasis on distributing this book to home economics teachers in high schools and colleges.

In addition to our annual Spice Premiere of Foods Luncheon in June, we are sponsoring a Koffie-Praatje late this month in cooperation with the Netherlands Consul-General's office, to promote Dutch poppy and caraway seeds. A Koffie-Praatje, for those who do not know Dutch, is a kind of gossip session, or a meeting of friends. We are inviting editors and food writers, and meeting with them informally to sample delicious baked goods made from poppy and caraway seeds. In addition, our story has another twist. Americans eat a second breakfast, just like the Europeans. Offices empty at 9:30 to 10:00 A.M. and coffee counters fill up. Our Koffie-Praatje will be a second break-

### The Spices of the Months

MONTH	REGION	FEATURED SPICE
January	International	Onion Salt
February	Penn. Dutch	Cinnamon
March	Va. Southern	Paprika
April	La. Southern	Bay Leaves
May	Hawaii	Curry
June	N. Midwest	Ginger
July	California	Mustard
August	Central Midwest	Caraway
September	Southwest	Chili Powder
October	Pac. Northwest	Allspice
November	New England	Poultry Seasoning
December	Metropolitan	Poppy Seeds

fast, and we will suggest the use of poppy and caraway products for that mid-morning snack.

As in the case of last year's program, our entire industry is tying into our promotion. We have plans for placing sales-stimulating material in the hands of grocers, and have increased our sampling program substantially.

As in past years, our basic idea is to continue to help American homemakers in their efforts to know and enjoy the art of cooking. Food, aside from being a necessity of life, is one of our most important pleasures in living. How much we enjoy our food depends entirely on how good it is. And how good it is depends entirely on how flavorful it is.

Accompanying this article is our month-by-month schedule. We hope our friends will do all they can to boost the featured spices. As in the past, we work cooperatively with related industries or associations and will, of course, do all we can to provide information, recipes and photos, to anyone who has use for them in advertising direct mail or any publicity or advertising project.

#### **ASTA LAUNCHES SPICE RESEARCH PROJECT AT HORMEL INSTITUTE**

The establishment of a research fellowship at the Hormel Institute, Austin, Minnesota, to study the antioxidants of natural spices was announced recently by Lester W. Jones, president of the American Spice Trade Association, backers of the project.

The presence of antioxidants, or food preservative agents, in many spices, seeds and herbs, has been known since antiquity. But the American Spice Trade Association fellowship is the first known project to delve into the scientific background of this complex subject.

#### **Antioxidant background**

Hormel Institute, a branch of the Graduate School of the University of Minnesota, has been engaged in antioxidant research in other food products for a number of years, and some of its personnel have had considerable experience in the isolation and evaluation of antioxidants from plant and animal sources. It was the Hormel Institute's facilities and experience along these lines that led to its selection by the association, after a careful survey of all possibilities by the spice trade's research committee, headed by Dr. Arthur N. Prater of Gentry, Inc., Los Angeles.

The research committee anticipates that a preliminary evaluation can be completed within a year, under the supervision of Dr. W. O. Lundberg, director of the Hormel Institute, who will employ either the full-time services of an accredited chemist, or the part-time services of a chemist and full-time services of a laboratory technologist.

Studies will be made using finely ground spices and vari-

ous crude fractions of spices. In a description of the project, Dr. Lundberg said:

"Generally speaking, an antioxidant must be either fat soluble or water soluble to be effective in food products, and it is believed that virtually all the natural antioxidants in spices that would be potentially useful in food products could be separated from the insoluble material by one or another of these solvents. The separation of fractions with the aid of solvents will serve as a useful laboratory technique in the evaluation of the antioxidant properties of materials present in natural spices."

#### **Food products tests**

Spices and fractions which appear most promising will be tested in food products containing fat in which spices are normally used.

In addition to his duties as director of the Hormel Institute, Dr. Lundberg is professor of agricultural biochemistry at the University of Minnesota. All the staff members of the Hormel Institute are either academic employees or civil service employees of the University of Minnesota.

The Hormel Institute was set up by a grant from the Hormel Foundation. There is no connection between the Hormel Packing Co. and the Institute.

The American Spice Trade Association's research committee claims that it will not be possible to estimate the length of time necessary to complete the project, until the preliminary survey is made.

#### **Hang nutmeg containers on eggnog bottles**

A miniature sprinkler-top container of powdered nutmeg is suspended from the neck of eggnog bottles, in a development announced recently by the Leeds Co., Inc., New York City. Several suppliers of bottled eggnog adopted the novel accessory package for the Christmas season last year.

The container, similar to those used as salt shakers on airlines, may be had in any color and can be printed as desired. The containers are delivered complete, filled with fine-quality nutmeg, ready to be attached to the neck of the bottle.

#### **Named Snell research group director**

Mrs. Patricia H. Kelley was recently promoted to the position of research group director of Foster D. Snell, Inc., consulting chemists and engineers.

Some of the work under Mrs. Kelley's supervision will consist of physical measurements, product evaluation, and organoleptic panel testing as applied to the odor, flavor and other sensory evaluations of foods, packaging materials and other consumer goods.

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Established 1885

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AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

225 Front Street

San Francisco, Calif.

# Sees good business ahead for essential oils

Good business in essential oils, at least during the first half of 1950, were forecast at the annual meeting of the Essential Oil Association of the U.S.A. by President Hans P. Wesemann, who is vice president and secretary of Fritzsche Brothers, Inc.

The annual meeting, held last month at the Hotel Plaza, New York City, heard Mr. Wesemann present the annual report on trade conditions in the industry. Dr. Eric C. Kunz, of Givaudan-Delawanna, Inc., reported for the scientific section.

The meeting elected Mr. Wesemann president for another term and named Gerard J. Danco, of Gerard J. Danco, Inc., vice president. George H. McGlynn, of Magnus, Mabec & Reynard, Inc., was elected secretary-treasurer. Ray Schlofferer is managing director.

Named to the executive committee were Philip Chaleyer, of Ph. Chaleyer, Inc., and F. J. Lueders, of George Lueders & Co.

The desire in foreign countries for dollars with which to buy essential products here often causes them to reduce the price of commodities which they have to offer us, Mr. Wesemann indicated.

"This accounts for unbelievably low quotations on some of our essential oils, which in fact are far below production cost and represent a very serious handicap to those of us who trade only in these products and have nothing else to barter against them," Mr. Wesemann said.

"This situation cannot be expected to remedy itself until such time that a firm ratio is again established among all currencies, and thereby people would again have confidence in their own money, something which does not exist today in most soft currency countries."

Bringing this about represents a very serious international economic problem. Whether it is necessary to raise the price of gold, which in the past was always followed by a period of extreme prosperity, is considered debatable in many quarters. However, it is definite that either price inflation or currency deflation must be the starting point to more normal conditions."

## Important factor

Mr. Wesemann pointed out that a further important factor in price increases on essential oils was the cost of living. He said that compared to 1939, the cost of living in Singapore was 15 times higher, in Algeria 20 to 22 times higher, in Madagascar-Reunion 25 times higher, in the Dutch East Indies 30 times higher.

"What these tremendously high living costs do to increase the cost of essential oils can well be imagined," he declared.

Dr. Kunz reported that the scientific section had added eight new specifications during the year, bringing the total now available to 45.

The new specifications cover these synthetic aromatic chemicals and essential oils: Anisic Aldehyde, Sage Dalmatian, Lavandin Oil, Diphenyl Oxide, Acetophenone, Methyl Acetophenone, Ethyl Phenyl Acetate, Methyl Phenyl Acetate.

Dr. Kunz said he had suggested to the scientific section



Wesemann, re-elected EO head



Dr. Kunz: "Study odor systems"

that it study odor classification, with specific reference to systems already outlined, such as the Crocker-Henderson method and the so-called French system of the Groupement Technique de la Perfumerie.

He declared that such a study appeared to him to be timely, since it would provide a clearer conception of whether odors can be classified using a non-scientific approach, and whether all odors can be classified scientifically, so that a chemist talking about a specific odor would know that the term means the same thing in olfactory impression to colleagues in a different town or on a different continent.

## First step

"The first step, no doubt, would be to collect all available data and literature which has dealt with this subject in the past and publish it as such for the benefit of the members and the industry as a whole," he suggested. "Another possibility would be to have this collection of published information critically reviewed by the scientific section of the E.O.A. and then compiled and evaluated within the membership of the Association and the industries interested.

"No doubt, such a complete search would reveal any beginnings, any attempts to find a scientific basis for a classification of odors, which I believe is generally admitted as being non-existent.

"A further object of such a study within the scientific section of the E.O.A. would be to assemble suggestions on how research could be conducted which may lead to a scientific and irreproachable classification of odors by the use of newer chemical and physical methods either better known today or not previously known.

"At the present time, it does not look like the literature will reveal definite attempts for a scientific classification of odors, which attempts could be picked up by our scientific section and developed in a cooperative spirit in the laboratories of our contributing member chemists, such as is the case in working out the many specifications which we have developed during the last 15 years. If this assumption is correct, it really would mean that new ideas should be advanced and tried out."

Dr. Kunz said it was difficult to say just what lines the efforts should follow, but perhaps it would be interesting to find out whether the odor of some specific chemicals



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such as vanillin or coumarin, would have the same olfactory effect on the human being in an atmosphere of helium and in an atmosphere of carbon dioxide.

"I also would like to suggest that some work be done to determine scientifically what is meant by turbid, cloudy, opalescent, etc," Dr. Kunz said. "With all these new physical instruments which today even can detect slight variations in shade of colors, it should be possible to devise an apparatus which definitely indicates by means of a measuring scale what is cloudy, what is turbid and what is opalescent."

He paid tribute to Mr. Schlotterer, particularly for his work on the E.O.A. book of standards.

### More use of pure vanilla is aim of association

It is the aim of the Vanilla Bean Association of America to increase the use of pure vanilla extract and flavor. This objective was outlined last month by William Triest, of the Zink & Triest Co., Philadelphia, on his election as president of the association.

J. Schmidt, of Dodge & Olcott, Inc., was named vice president, and J. Manheimer, of the firm bearing that name, was elected treasurer.

Chosen as directors were Edward S. Buckley, of Thurst-ton & Braidx, the retiring president; A. H. Hunziker, of Hunzikers, Inc., and J. H. Maxwell, of The Camax Co.

Mr. Triest said the association was convinced that a large percentage of the population in the United States was unaware of the superior flavor obtainable from vanilla beans.

He said the organization would also cooperate with foreign governments to increase production of vanilla beans in countries where they are grown.

#### *Francis T. Dodge off on 85-day voyage*

Francis T. Dodge, chairman of the board of Dodge & Olcott, Inc., New York City, manufacturers of flavoring raw materials and flavor bases, and Mrs. Dodge sailed January 12th on the R.M.S. Caronia for an 85 day voyage to the West Indies, the east coast of South America, South Africa, the east coast of Africa, the Mediterranean, and Italian and French ports. While in Africa, Mr. & Mrs. Dodge will leave the Caronia for a few days and make a safari into the interior.

Although Mr. Dodge plans to make the much publicized "great African cruise" primarily a pleasure trip, he will see D&O sales representatives and buying agents in Europe, East Africa and South America and before returning will spend several weeks in France and England.

#### *Make new sheets available on EOA specs*

Sheets covering new official specifications for essential oils and aromatic chemicals as developed by the Essential Oil Association of the U.S.A. are being made available by Fritzsche Brothers, Inc.

The new sheets cover EOA specifications Numbers 37 to 44, inclusive, together with an index of all specifications published so far. Fritzsche Brothers previously made available the earlier specification sheets.

COFFEE AND TEA INDUSTRIES

## Calls 1950 essential oil picture healthier than a year ago

The opening of 1950 presents a picture in essential oil markets in sharp contrast to that of a year ago. In some respects it is a healthier one although not so immediately favorable to the consumer for the short range, according to the Fritzbro Reporter, published from time to time by Fritzsche Brothers, Inc., New York City.

"We have rather consistently predicted that the long period of market declines would inevitably result in underproduction, particularly abroad, followed by exhaustion of existing stocks in world markets, creating scarcities, in many cases acute and, of course, followed by professional speculation, lending impetus to the eventual rise," the house organ declared. "It was impossible to call the timing on this because the effects of the law of supply and demand, while still dominant, are frequently modified in these postwar years by unpredictable and often irresponsible official acts of government, such as import and export controls, including tariffs and quotas, and official and unofficial exchange manipulation leading often to barter deals producing strange results."

### Increased demand

"However, continued good business in the United States and improving conditions abroad, particularly in some European countries and in South America have greatly increased the demand for many essential oils just when the supply situation has become most acute. ECA or so-called Marshall Plan purchasing from Europe has contributed strength to the market and the rather general policy among consumers of keeping inventories low during the past two or three years has lent further support. It will take some time for restoration of normal supply conditions through the operation of higher prices and in some cases this may never occur because producers have found more profitable and more stable occupations. Increased costs of labor and cost of living in many foreign countries make it seem very improbable that price levels regarded as normal before the war will ever be attained again."

## Plans readied for 1950 flavor extract convention

John Curlett, president of the Flavoring Extract Manufacturers' Association, has announced that program plans are progressing for the 41st annual convention of the association, to be held May 7th to 10th at the Traymore Hotel in Atlantic City.

One of the major speakers already scheduled is Dr. J. W. Sale, chief of the beverage branch, division of food of the Food and Drug Administration, who will address the convention on May 8th on some recent administrative opinions and court decisions under the Federal Food, Drug and Cosmetic Act of interest to flavoring extract manufacturers.

Extract manufacturers who are not members of the as-



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sociation, and who wish to attend the convention may contact Frank D. Nowland, chairman, membership committee, at the George H. Nowland Co., 23 West Pearl Street, Cincinnati 2, Ohio.

Those interested in advertising in the printed "proceedings" of the convention may contact Louis J. Woolf, chairman, advertising committee, at H. Kohnstamm and Co., Inc., 89-93 Park Place, New York 7, N. Y.

### Dilemma in Ceylon

(Continued from page 41)

high during the four years since the end of the war. Even so, companies do not appear to have the means to resume the intensive cultivation which was the hall-mark of good tea-planting before the war.

On very few estates now are prunings buried in pits, a practice which was once widespread, and which was a preventative of soil erosion. Hence many estates consist of old bushes planted from 40 to 60 years ago and show signs of severe soil erosion. Production often averages little more than 400 pounds per acre—the generally considered minimum of profitable production—and pruning, control of shade trees, and control of erosion are neglected.

Thus, during a time of relative prosperity, the industry is not strengthening its internal reserves to meet with possible adversity. Production is on a low-cost footing, i.e., the basis which must be adopted when prices are low, at a time when the high world prices should provide the means to make good the neglect of the war years, to renew old tea, to take more active measures to check erosion, and to improve soil fertility. Many English companies appear to be merely marking time in Ceylon, and are developing new estates in East Africa to distribute their risks as widely as possible.

It seems extraordinary that no new developments or intensification of production should be taking place in Ceylon,

in a country which has been proved to be capable of producing the highest quality teas, and where there is ample unused land, at a time when the world's increasing population assures buoyant markets for many years to come if prices can be slowly reduced. This a portent of which the Government and the public seem unaware.

### How to sell more

(Continued from page 47)

200° and still make decent tea. See if you can't persuade him to step up his temperature to that or better. They tell me that unless the coffee is going to be in an urn for over an hour, the extra heat won't hurt it.

If he uses Silex equipment, see if you can't persuade him to keep two lower half bowls of the Silex or Cory coffee maker filled with boiling, bubbling water during rush times.

Another gimmick I'd use would be to make him a perfect cup or pot of tea. You'll be amazed at the number of people who'll say to you, "Is that what real tea tastes like?" They love it. They've just never taken the time to prepare it correctly. This will also give you an opportunity to sample your tea. As a matter of fact, if you're not already selling him tea—and even if you are—get him to send one of his people out for a cup or pot of tea with no special instructions. While they're getting it, prepare some of your own for him—the right way—and then let his own taste decide. You can hardly lose on a deal like this but, just for insurance, always sample yours last. That never fails, if he's an honest man.

Another promotion stunt we've used is to encourage restaurant operators to have contests among their employees to see who can sell the most TEA.

I'll bet any reasonable amount that if you'll spend just a few minutes a day, talking these TEA fundamentals, you'll double your tea business—and you'll double it in a shorter time than you think.

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## Packaging

# Redesigned for "high impact"

By EGMONT ARENS, Industrial Designer

Egmont Arens, one of America's top-flight industrial designers, draws on an enviable know-how in retail store merchandising when he develops a package. He gets that know-how first-hand, putting in hours in stores observing how and why the American housewife buys. He is consultant on design, color, packaging and product development for A & P, Coca Cola, Philip Morris, General American Transportation and other first-line companies. He is president of the Society of Industrial Designers and an instructor in product design and packaging at New York University.

Marked improvement in sales following our redesigning of the White Rose tea balls package—to differentiate it from the bulk tea container—convinced Seeman Brothers that packaging changes were warranted for their complete line of White Rose canned goods. So they engaged us to undertake an extensive revision program on over 2,500 items. This program has just been completed and is now being introduced into the retail stores.

Sam Winokur, vice president of Seeman Brothers, put it this way: "The old labels, in use for many years, were adequate when the combination of clerk recommendation and established brand name were sufficient to keep sales high, but these factors have diminished in potency. Grocery retailing today, with its emphasis on impulse buying and self-service, demands more attention value on the package itself than ever before."

And Mr. Winokur is right. Today alert and far-seeing management recognizes the important place the package must fill if their product is to capture its share of the potential market.

### Main features

Main features that we put into the new White Rose designs are a bright red band around the top of all cans and a dark blue rectangular background for the White Rose logotype, which appears in bold white lettering. These have resulted in a punchier and more vigorous version of the trademark, and more instant identification of product names.

By the use of what fashion experts call "shock colors," the cans not only attract the eye from a distance, but by their greater impact accentuate the memory value—necessary factors in today's market where 64 per cent of the grocery business is done in self-service stores.

On the tea ball box, red was used for the first time in White Rose packaging, in a color spot and horizontal bands, along with a blue center carrying the logotype in reverse white lettering. It was felt that by carrying the white logotype onto all White Rose cans, the rest of the line would be tied to tea, which is the most heavily advertised item in the White Rose family. In this way, brand impact was emphasized and sales of the other items spurred.

Especially notable was the remarkable improvement in the coffee can when it was brought into line with this general



The coffee and tea containers, before and after.

pattern. As you can see from the picture, it was immediately transformed from a relatively drab can to a bold and distinctive item which demands attention. In addition, it establishes greater family identity.

The white logotype dramatized against a similar banded rectangle now appears on all cans for fruits, vegetables, and other products canned by Seeman. This serves to bring the White Rose name forward to meet the consumer's eyes.

The old procedure of placing the trade-mark in different spots on the can, in blue lettering in a number of variations of printing styles, has been entirely eliminated. The logotype panel now appears in a fixed position, in the same style type, near the top of each can. This makes for greater uniformity, capitalizes the family resemblance value, and is more effective visually.

The pale blue lettering bordered in dark blue which was formerly used for product names has also been eliminated. For the sake of greater legibility, product names now appear in a more slender type but in a heavy dark blue color.

The dark blue and the red which have been adopted in the redesign plan are "shock shades" which are bound to capture the buyer's attention.

Color is the designer's first and most important approach to the potential customer. Through it, he commands attention, produces favorable reaction and creates initial acceptance of the product in the mind of the customer.

It goes without saying that a product badly presented by its package has a sharply reduced chance of selling. In self-service stores, a poor package won't stop traffic; too often it will be passed by. In other stores, where personal salesmanship effects first sale, the appreciation of the product is diminished because it must first offset the bad impression made by the package.

Color affects everyone and it is in the expert and persuasive use of color that the competent designer makes one of his most important contributions to the selling process.

Also of interest to the reader is the fact that the new

labels are easy to produce and no more expensive, despite the added red color. This is due to the use of all solid lettering, which virtually does away with the color register problem.

In the further interest of economy and to preserve the value of consumer recognition in the old labels, some features were retained and improved. For instance, instead of scrapping the vignettes formerly used as product illustrations, these were cleaned up and brightened for greater eye appeal. Likewise, the type style used in the logotype is sufficiently similar to the old type to maintain brand-name continuity, although heavier lettering is used and the color is reversed from blue to white.

Slight changes have been made on the back of the label to simplify copy and style and to eliminate the Seeman Brothers name in script. The company name now is set apart on the white panels, where it appears in small but bold type for quick and easy identification. On the reverse panels, product names also appear in dark blue lettering as on the front.

To gauge the effectiveness of the new designs, some of the revised cans were submitted to retailers who were asked whether they would give the new or the old items preferred shelf position. Acceptance was so great that the company was convinced that the new high-impact designs will do a top selling job under today's more competitive market conditions. The new packages are now appearing in the stores, and retailers report increased acceptance by the public.

#### New spice rack adds cupboard space

An ideal premium for a spice distributor is the new Amerline spice rack, made by the Amerline Co., Chicago.

Another Leader  
in the  
**Coffee Industry**  
chooses  
**CONSOLIDATED**  
**HIGH SPEED**  
**COFFEE**  
**UNITS**



• Consolidated Type 45-C-10 High Speed Coffee Weighing Units with 10-head scale fill, weigh and settle 100 ½, 1 or 2 lb. cans, jars or cartons per minute. Progressive packers, like the Old Judge Coffee Company, use the C-10.

Conveyor is equipped with vibrating settler and package control.

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Scale weighs to an accuracy of 1/16 oz. over or under. Once machine is set, operation is fully automatic.

The Consolidated C-10 handles the full range of coffee grinds... drip, percolator, regular, silex and steel-cut. Write for information on Consolidated machines for the food industry.

**CONSOLIDATED PACKAGING MACHINERY CORP.**  
1400 WEST AVENUE - BUFFALO, NEW YORK

#### New Equipment

**Automatic Net Weigher:** The Automatic Scale Company, Inc., has announced a new automatic electronically controlled net weighing machine known as Model NPV.

The new weigher weighs up to five pounds of material and has a bucket capacity of 270 cubic inches. It operates on bags, cardboard cartons, glass and metal containers.

The weigher is equipped with a specially designed and patented feeder that handles such delicate materials as tea leaves without breakage, and at the same time assures a uniform flow of material to the weighing bucket. It also handles spices, coffee, and other materials not sufficiently free flowing to pass through gravity feeders.

#### Coffee, tea premiums

(Continued from page 23)

knife, boxtop and 25 cents; Israel's declaration of independence, boxtop and 50 cents.

**McCormick & Co., Inc.**, McCormick's Tea, Tea Bags, teapot, boxtop and \$1.25.

Nash, Finch Co., Nash's Coffee, three-piece silverplate place setting, proof of purchase and 50 cents; two silverplate teaspoons, proof of purchase and 25 cents; large glass bowl, proof of purchase and 19 cents; three small glass bowls, proof of purchase and 19 cents.

**Paxton & Gallagher Co.**, Butter-Nut Coffee, four rose bushes, proof of purchase and \$1.00.

**Ranney Davis Mercantile Co.**, Santa Fe Coffee, plastic apron, 15 cents with proof of two-pound purchase.

**Wm. B. Reiley & Co., Inc.**, Luzianne Coffee, Luzianne Tea, glass casserole, three coupons and 59 cents; glass cup and saucer, enclosed in three-pound pail; can opener, three coupons and 79 cents; variety of merchandise, coupons.

**Stop & Shop, Inc.**, Coffee, ovenware, cash with one-pound purchase.

**Tetley Tea Co., Inc.**, Tetley Tea, Tetley Tea Bags, seven plastic bowl covers, boxtop and 25 cents; plastic hairbrush, boxtop and 25 cents; Christmas wrappings, boxtop and 25 cents.

**Wadham's & Co.**, Coffee, bath towel, ten coupons and ten cents.

**Waples-Platter Co.**, White Swan Coffee, nylon stockings, two coupons and \$1.25.

**John H. Wilkins Co., Inc.**, Wilkins Coffee, coffee maker, two can strips and \$2.00; Wilkins Tea, Tea Bags, plastic raincape, box end and 50 cents.

#### Progress report

(Continued from page 14)

single item in the cost of vending a cup of coffee," he explained. "After months of experimenting we have adopted a new cup that gives complete satisfaction and costs just half as much. We have also had developed a richer cream that requires a smaller quantity per serving and gives the same delicious taste."

The fact that "the double-wrapped cup has always been the largest single item in the cost of vending a cup of coffee" is illuminating. It explains why operators, although concerned by higher coffee prices, are not in a panic.

In fact the feeling is general among manufacturers and operators that new coffee vending machines will be installed this year at a faster rate, despite higher coffee prices.

## Really good packaging!



**T**HE Union Special 60000 D Sewing Machine produces the DUBL-TAPE sewed closure which makes the small paper bag sturdy, eye-appealing easy to open. In simple, low cost operation this machine applies a strip of paper tape to each side of the bag top, runs a secure stitch through the tape and trims the bag top. Distributor and processor are praising the 60000 D Sewing head producing really good packaging with the finest type closure.

Write for BULLETIN No. 100 containing complete information about the closure, its applications, and the machine which produces it.



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**FAST**—keyed to output of standard filling or weighing equipment.

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**SEMI-AUTOMATIC or AUTOMATIC**—for use with one operator or part of a completely automatic installation.

**Union Special**  
*Machinc Company*

490 N. Franklin St., Chicago 10, Illinois

# New York News

■ ■ Plans for the outing of the New York Coffee trade at the Shawnee Inn, Shawnee-on-Delaware, Pa., June 2nd-4th, are in capable hands. On the committee handling arrangements are J. G. Cargill, Durand Fletcher, A. R. Pfleiger, H. M. Scheffer and J. F. Sullivan.

■ ■ At its annual meeting last month, the New York Coffee Roasters Association re-elected all officers for another term. John E. Mazza, of S. A. Schonbrunn & Co., Inc., continues as president; Simon Auskern, of the Sabrosa Coffee Co., remains as vice president; Fred Kohn, of Old Dutch Mills, Inc., stays on as treasurer; and George Harrison, of The Harrison Coffee Co., continues as secretary. The meeting heard reports on smoke abatement and also decided to form a committee to promote better coffee brewing in restaurants, in cooperation with NCA.

■ ■ Off for Santos and Rio on a visit which will last from four to six weeks is Bill Bolte, of Leon Israel & Bros., Inc. He sailed last month with Mrs. Bolte on the Moore-Mc Cormack liner Brazil.

■ ■ A new partnership on the street is the James T. Kellner Co., 112 Wall Street, which will act as agents for a number of Santos and Rio shippers.

James T. Kellner, one of the principals, was with the Fisher T. Bullard Co. for ten years and before that was with Arnold Dorr & Co. He has made a number of trips to Brazil, the most recent one last year.

His partner is George Bauerschmidt, who was with C. E. Bickford & Co. for about 20 years.

■ ■ Visiting here for about three weeks was Peter Lawton Collins, general manager of the Hard & Rand organization in Colombia. Mr. Collins went back, by plane, on February 1st.

■ ■ J. B. S. Johnson, Sr., of the Otis McAllister Coffee Corp., left last month by plane for a tour to six weeks visit to Colombia and Venezuela. He was accompanied by Mrs. Johnson and J. B. S. Johnson, Jr.

■ ■ Two firms were recently elected members of the New York Green Coffee Association—the Bunge Corp., 42 Broadway, and the James T. Kellner Co., 112 Wall Street.

■ ■ Carroll Simonds, of W. Lee Simonds & Co., is another Front Street visitor in Brazil. He left early last month, accompanied by Mrs. Simonds.

■ ■ Arthur L. Ransohoff and his partner, William S. Gutwillig, were pleasantly surprised early in January by a gift of a testing table from the employees of the firm, A. L. Ransohoff & Co., Inc. The gift marked the tenth anniversary of the company.

Mr. Gutwillig is in Florida as this is being written, trying his luck with the fish down there.

■ ■ Frederick Edwards & Sons, tea importers for more than a quarter of a century, have moved to larger quarters under the pressure of expanding business. The new offices, on the 21st floor of 120 Wall Street, are modern and attractive.

■ ■ The Tom Blacks will be moving their home to Santos the end of this month. They will fly down, while their household effects will go by ship. Mr.

Black will be associated with Paulo Rodrigues Alves, his father-in-law, in the coffee exporting firm of S. A. Rebello, Alves.

■ ■ Trade chairmanships in the 1950 Red Cross Fund campaign of Greater New York have been announced by Major General William H. Draper, Jr., New York Chapter Fund chairman.

Cecil Hudnall, manager of the green coffee and tea department at Standard Brands, heads up the coffee and tea divisions.

Donald A. Sayia, senior partner of A. A. Sayia & Co., has accepted chairmanship of the spices division.

G. J. Danco, president of G. J. Danco, Inc., chairs the essential oils and flavoring extracts division.

■ ■ Jerry Neuman, as chairman of the coffee division in the 70th anniversary appeal of The Salvation Army, is asking the trade to give to this organization, which supports 60 different welfare services.

■ ■ H. H. Snider, of Steinwender, Stoffregen & Co., is winter-vacationing in St. Petersburg, Florida. He left the end of January for about two weeks.

■ ■ C. A. Mackey & Co., Inc., have been named agents in eastern United States and eastern Canada for Anderson, Clayton & Cia, Ltda., Santos. Anderson, Clayton's green coffee division, recently set up, is headed by Guy Snyder, whose offices are in Santos. The firm's representatives in western United States is the S. F. Pellas Co.

■ ■ Ralph Vesce, who was with C. E. Bickford & Co. for more than 25 years and was with other coffee firms before that, has joined Charles F. Slover & Co., Inc., as a street salesman. His many friends wish him the best of luck.

(Continued on page 62)

## Factors in the NEW YORK COFFEE TRADE

### W. J. DONOHUE & CO.

Coffee Brokers and Agents

NEW YORK 102 Front St.

**Geek Trading Corporation**  
Mexican—Santo Domingo—Ecuador  
Guatemalan—Venezuelan  
Cuban—Africa  
Coffees

59 PEARL STREET

NEW YORK

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COFFEE  
Brokers and Import Agents

"RETURN"  
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# San Francisco Samplings

By MARK M. HALL

■ ■ Not all coffee men will venture an opinion on the market, but George Theirbach, of the Jones-Theirbach Co., states that he sees no tendency on the part of the restaurants to dilute their brew or to go to lower grades. There is naturally some complaining about prices and some of the restaurants in chains and locations where they cater to the low income customer have gone to ten cents. It seems apparent that so far there is an effort to keep the quality up.

The grocery volume is down, but he expects it to come back. The slack is due to the hoarding on the part of the retailer and the consumer. He believed there is resistance to the higher prices and it may show up in more careful buying on the part of the housewife, or in going over to packaged goods instead of cans. The price of green coffee he believed would probably remain at these levels.

■ ■ Local tea buyers report that the Colombo and Calcutta markets are showing a tendency to rise, and there is no telling where prices will go now that the quality period is coming out. Any advantage due to devaluation seems to have been lost, or it may be that without the devaluation prices might have been

higher.

■ ■ Ed Spillane, of the G. S. Haly Co., was re-elected president of WSTA at the recent meeting of the board of directors. Paul F. Mitsch was re-elected secretary and treasurer. Miller M. Riddle, of Thomas J. Lipton, Inc., was elected vice president. The new directors chosen are John Siegfried, Irwin-Harrisons-Whitney, Inc.; Robert Manning, Manning's Inc., and John B. Ruth, J. B. Ruth & Co., Los Angeles.

■ ■ Also tea news is the appointment of Ed Spillane to the U.S. Board of Tea Experts to fill the vacancy left by Paul Ahrens' transfer to Japan. Mrs. Spillane is going with Ed on his trip to New York for the Board meeting.

■ ■ C. B. Campbell of the tea firm of Jardine, Matheson & Co., Ltd., passed through San Francisco recently on his way to New York City. He had been stationed at Formosa and seemed happy to have a little vacation at this time. While here he spent some time with Ed Spillane, whose company represents Jardine Matheson & Co., Ltd., on the Pacific Coast. His firm is one of the oldest and wealthiest in the Orient. Mr. Campbell seemed to think it would continue to do business under the Communist rule in China.

■ ■ Ellwood Wright, of Wellman Peck & Co., has been elected a member of the Society of California Pioneers. The society requires that a member have one forbear a resident of California prior to 1850. Ellwood Wright's grandfather, Bela Wellman founded the firm of Wellman, Peck & Co. in 1849.

Joseph G. Hooper, Jr., of the firm which bears his name, had a grandfather who was one of the early presidents of the San Francisco Bank. He likewise was elected a member.

■ ■ The trade in San Francisco was glad to learn that George W. Smith, Jr., of Haas Baruch & Co., Los Angeles, has been placed in charge of coffee buying by the firm. Mr. Smith hails originally from Memphis, Tenn., where he was connected with the Oliver Finnie Co. Later he was a green coffee broker in Kansas City, Missouri, and left that position to assume his new duties with Haas Baruch.

■ ■ B. D. Balart, formerly of Alexander Balart & Co. and now of Glendale, California, was a recent visitor to San Francisco, where he went the rounds of old friends in the coffee business. Since selling out his interest in the firm, Mr. Balart has been retired.

■ ■ The directors of the National Coffee Association met in San Francisco, January 24 for the first board meeting of the new year.

■ ■ The next P.C.C.A. convention will be held as usual at Pebble Beach, Calif.

■ ■ According to the McClinton-Stern

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**Ed Spillane**

Co., Inc., all California and Mexican type chili grown in southern California and Arizona and not harvested up to the early part of January has been frozen on the vine, with no salvage. This means that about one fourth of this year's crop has been lost.

■ ■ Adrian Falk, of S & W, Fine Foods, who has long been its head, is tapering off—that is, retiring by degrees. He resigned from the board of education in San Francisco, but still maintains his interest in many civic enterprises. It was through his abilities that the S. & W. label on coffee and other canned products became so well known.

■ ■ Olin Howell, of Ziel & Co., Inc., informs us that the first shipment of Indian plantation coffee arrived on the Canada Mail in San Francisco during January direct from Madras, India. According to Mr. Howell, it is of unique quality, has characteristics all its own and is desirable for blending quality coffee. He is introducing these specialties here now, since in the past they have not been produced in sufficient quantities for export. Most of the production used to go to London.

■ ■ George Theirbach went fishing in the Inland Passage last year—and caught exactly no fish. Then he tried Guymas, Mexico—with the same luck. He sought to make expenses on his trip to Boca Raton—and his greatest efforts drew a blank. Then last January, in virtually his own back yard, the Pacific ocean just outside the Golden Gate, he dropped his line and began pulling in fish until he had 15. As he put it, he had to fish in two foreign countries and in Florida, in two oceans and an inlet and waste no end of bait before he learned there is no place like home to fish, too.

■ ■ Jack Hornung, of Nauman, Gepp of California, recently took a trip to the Northwest, where he experienced some rather cold weather. It did not prevent him from calling on the trade in Seattle and Portland.

■ ■ Matrimonial news seems to be taking a prominent part in the events of recent months in the coffee trade. Leon Cavasso, Jr., of Weldon H. Emigh Co., was married January 1st to June Campbell, of Flushing, N. Y. They spent their honeymoon in the Hawaiian Islands. The marriage took place in Flushing. Leon is a native of the state and has a father who is an old timer in the coffee business and is still active with the Jones Theirbach Co.

■ ■ Another coffee man who has "gone and done it" is Warren Khudt, assistant

to Wallis Riese, manager of the coffee department at A. Schilling & Co. The couple spent their honeymoon at Carmel, California. The Khuds have established their home in San Francisco.

■ ■ Dorival Silvera, of Prudente Cia, Ltd., Santos, visited town recently and made his headquarters at B. C. Ireland, Inc., their Pacific Coast representatives. On the East Coast they are represented by Otis McAllister Cos.

■ ■ J. B. Johnson, of the Otis McAllister Cos., left recently for an extended trip to Central and South America.

■ ■ Bob Quinlan, who is no mean golfer himself, went to Pebble Beach to observe the players in the Bob Crosby match, which took place not so long ago on that famous California course. No doubt Bob picked up a few pointers which he can use on his fellow coffee men.

■ ■ After 26 years of importing green coffee as an individual, S. F. Pellas has formed a corporation, the S. F. Pellas Co., which will carry on the business. Officers of the new corporation are: Mr. Pellas, president; Lloyd Thomas, vice-president and treasurer; E. T. Heathcote, secretary; and Thomas F. Barrett, assistant secretary.

■ ■ Tea blender Tom Moss, of the San Francisco office of Thomas J. Lipton, Inc., is said to have a special taste for beautiful flowers, as well as for tea. He spends his spare time tackling weeds, which give him no rest on week ends. Tom is a member of the Lipton's Twenty-Five Year Club, but can boast of many more years than that with the company.

## **Seattle**

■ ■ Jack Hornung, vice president of Naumann, Gepp of California, visited the Seattle trade after spending the holidays in Portland, Oregon.

■ ■ A two-alarm fire in a building at 3201 Western Avenue, Seattle, damaged coffee stocks owned by the Wason Brothers Coffee Co., which occupied space in the structure. Total damage caused by the fire was estimated by Fire Chief William Fitzgerald at \$15,000. The Wason Brothers address is now 3018 Western Avenue, Seattle 1, Washington.

■ ■ Robert S. Lee is now associated with the Charles Behre Co., Seattle. Bob will spend all his time representing the Thomas M. Royal Co., Philadelphia, bag manufacturers.

■ ■ Mr. and Mrs. John Castleman were in Seattle recently, and met some rough weather going from and to Vancouver, their home base.

## **Denver**

### **By F. TUPPER SMITH**

■ ■ Isidore Reisfeld, of J. Aron & Co., Inc., New Orleans, was in Denver the middle of January in the interests of his firm.

■ ■ W. W. Snyder, of Leon Israel & Bros., Inc., Chicago, called on the trade in Denver last month.

■ ■ Ralph Blitz, of the Early Coffee Co., is recuperating rapidly from an illness which he had a few weeks back.

■ ■ W. S. Sanderson & Bros., Denver, held open house the afternoon before New Years for their many friends. All guests reported a most enjoyable time.

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EST. 1871

# New Orleans Notes

By W. MCKENNON

■ ■ E. A. Lafaye, vice president of J. Aron and Co., was installed as president of the Green Coffee Association of New Orleans for the year 1950 at the January 12th meeting in the Board of Trade Building.

Mr. Lafaye succeeds W. J. Gamachean Jr., of the F. D. Wilcox Co., Inc., who will serve on the board through his successor's term.

Other officers elected for the new year are: Milton J. Ruth, of Leon Israel and Bros., Inc., first vice president; George G. Westfeldt, Jr., of Westfeldt; George, second vice president; and Austin A. O'Brien of Nash, O'Brien and McMahon, third vice president.

Newly elected members of the board of directors are Frank Bosworth, John J. Cummings, Jr., Ralph C. Richards, Charles Schmidt, George T. Germon and Clifford Lafaye.

Mr. Gamachean was presented with a silver serving dish and carving set at the meeting as an expression of appreciation by association members for his excellent performance of duties.

Directors who will continue to serve through 1950 are J. E. Cathalonge, Herbert Graf, Kent Satterlee, Fred White, Leo Zander and Earl Bartlett.

■ ■ At the recent presidential election for the New Orleans Board of Trade, Harry X. Kelly, first vice president of the Mississippi Shipping Co., was elected. He succeeds E. T. Colton.

Other officers for the new year are W. C. Englisbee, first vice president; A. C. Cocke, second vice president and E. V. Schaefer, third vice president. All were unopposed.

Directors chosen at the same time were Erling Foy, W. J. Gamachean, Jr., C. A. Garie, H. R. Graf, F. E. LeBreton, F. B. Pearce, H. B. Peyrefitte, Louis Pillot, Jr., B. C. Pitts, E. R. Richeson, J. S. Sorenson, O. C. Stein and E. D. Wingfield, all for 1950-51.

Selected for membership on the governing committee of the maritime branch for 1950 were H. T. Bragg, F. S. Bunnings, Alexander C. Cocke, A. M. Dardis, W. B. Fox, G. P. Gaemne, E. E. Lamberton, George P. Moreno, F. B. Pearce, F. G. Pratt, O. C. Stein, W. J. Strauben and W. H. Trauth.

■ ■ Mr. and Mrs. Louis Begnaud of Lafayette, Louisiana were visitors in New Orleans where they attended the Sugar Bowl game. Mr. Begnaud conducts the Mello-Joy Coffee Co. in Lafayette.

■ ■ Wm. L. Carter was recently re-appointed secretary-treasurer of the New Orleans Board of Trade.

■ ■ David Kattan, of David A. Kattan, Importers, has been appointed to represent the National Coffee Committee of the Republic of Honduras in the United States. He will serve for them in any transactions they may have with the State Department, as well as in other matters.

■ ■ Felix Vaccaro is moving his importing office from 328 Magazine to 305 Magazine this month. The former address is the property of J. Aron and Co., Inc. and will be remodeled as a part of their present offices, which it adjoins.

■ ■ Joe Morris of C. E. Bickford and Co.'s New York offices, with Mrs. Morris, visited here through the holiday season.

■ ■ R. M. Nash, of Nash, O'Brien and McMahon, New Orleans, is in New York on business.

■ ■ Visitors in New Orleans recently were E. M. Gant, of C. B. Ragland and Co., Nashville, Tennessee, and Mrs. Gant.

■ ■ Ray Isley of the Doran Coffee Co., Denver, with Mrs. Isley, called on friends in New Orleans recently.

■ ■ Mrs. Adele DeGruy Cassard, who is remembered by numerous friends in the coffee trade after her 41 years of service in the offices of the Board of Trade, passed away January 5th. She had been on retirement two years.

■ ■ J. B. S. Johnson, Jr., left New Orleans recently after a business visit in the offices of the Ois McAllister Co.

■ ■ Fred J. Allan, of J. Aron and Co., Inc., Chicago, visited New Orleans recently.

■ ■ T. W. Marks, of Zander and Co., Inc., has returned to his desk after a trip in the interests of his firm.

■ ■ Elliot Tucker and William Stewart, of Stewart's, Inc., Little Rock and Memphis, were visitors in New Orleans during the holidays, attending the Sugar Bowl game.

■ ■ Walter Bown called on friends in the trade early in January on his way from his Brownsville, Texas, ranch to Chicago.

## Vancouver

By R. J. FRITH

■ ■ In Vancouver the trade is vastly concerned with the steadily increasing price of coffees—and also higher prices for good teas. Tea dealers say that tea is following the coffee market, to an extent. In January's first days tea prices took an advance of from two-pence to four-pence in Ceylon and Colombo, meaning that Vancouver replacement costs would be about four to eight cents higher than present prices.

■ ■ Coffee and tea are also being joined by pepper's upward flight. Pure pepper

is selling, retail, in Vancouver at from \$2.50 to \$2.80 per pound, depending upon grade. The opinion expressed as to pepper's prices, here, is to the effect that some sort of a "corner" exists on pepper markets, and that this is being engineered in Calcutta where pepper brokers and pepper dealers were able, for a long time, to control that market.

■ ■ Leonard Akerman, managing director of the Tea Bureau in Canada, J. S. Graham, chairman of the International Tea Market Expansion Board, London, and W. G. Jeffery, western manager for the Tea Bureau, were hosts at a cocktail party in Hotel Vancouver a little while back.

There wasn't very much in the way of shop talk although nearly everyone in tea business who could get there was on hand.

Guests did learn something of the plans for tea promotion in Canada in 1950. These were well explained in a movie which shows just what the Bureau is doing to help tea business in the service field and in advertising.

■ ■ The talk of the trade in our town is coffee prices. Early in November it was almost impossible for any but an old and valued customer to get anything definite on the coffee situation, which was booming as much here in Vancouver as it was all up and down the coast.

Local dailies heard about the steep jumps in coffee prices and played the story. This caused a consumer rush. Some roasters prodded their public relations men, who managed to point out in printers' ink that it was not quite the thing to hoard coffee. The reasons given were those with which the trade is entirely familiar.

## New York

(Continued from page 58)

■ ■ Henry M. Scheffer of the De Hope Goldschmidt Corp., is in New Orleans with Mrs. Scheffer for a two weeks visit, during which they plan to take in the Mardi Gras. The trip combines both business and pleasure. In New Orleans, Mr. Scheffer is making his headquarters with Felix J. Vaccaro, agents there for De Hope Goldschmidt.

■ ■ Edward Alfasso & Co. have announced their removal to new offices at 133 Front Street.

## Siftings . . .

**Coffee at City Hall:** Employees at the Prichard, Alabama, city clerk's office have formed a coffee club and are brewing their own beverage. Members of the club bought their own electric coffee maker, and at 10 a.m. and 2 p.m. the aroma of freshly brewed coffee drifts through city hall. The police department, too, keeps a pot of coffee on the docket room stove.

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## Chicago

By JOE ESLER

- ■ Edward F. Hearns of the Midwest Tea Packing Co. has been accepted as a member of the Chicago Coffee Club.
- ■ Fred Allain has joined the sales force of Thomas McRaith & Co.
- ■ The Chicago Coffee Club will hold its winter stag dinner at the Swedish Club February 16th with Wesley Becker as Chairman of the big event.
- ■ The Tea Bureau held its Chicago luncheon meeting at the La Salle Hotel last month with a large attendance.
- ■ The Continental Coffee Co., opened its 1950 star salesmen drive with a dinner meeting of the Chicago staff and their wives at the Palmer House last month. There will be other meetings in Ohio, Indiana, Pennsylvania, New York, New Jersey, Wisconsin, and Iowa. President A. Colin opened the dinner meeting here and Alvin Cohn, vice president, spoke of the potential sales outlook for the Chicago territory.
- ■ The Tea and Coffee Merchants Association report a good attendance at the regional meeting held at the Edgewater Beach Hotel last month. Secretary Ollie Corbett says the dates for the next convention have been set for June 11th through 15th at the Statler Hotel in Detroit.
- ■ A. J. Ferrell has joined the Chicago Coffee Club.

■ ■ Dan Christman, veteran member of Ruffner, McDowell & Burch Inc., has been made an honorary member of the Club. He has been hospitalized for the past few weeks but is reported on the mend.

■ ■ Oscar Gorenflo is in Chicago doing promotion work and boosting the sale of teas.

■ ■ In the keynote talk at the recent opening session of the 16th annual meeting of the National Association of Food Chains, of which he is chairman, Mr. Shield said that he considered the years 1950 to 1960 a decade of opportunity.

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FEBRUARY, 1950

## Southern California

By ANDREW S. MOSELEY

- ■ Southern California members of The Pacific Coast Coffee Association gathered at a luncheon meeting in the Army-Navy room at The Jonathan Club. Regional vice president H. O. "Herl" Knecht presided, and speakers included Roy Farmer and Bill Waldschmidt.

Bill Waldschmidt gave a very interesting running account of the NCA convention, with Roy Farmer speaking about the smog difficulties in the East and the efforts to overcome this nuisance as related to the coffee industry.

Bill Kunz and Walter Emmerling also gave their reactions to the convention, and all were in agreement that the meeting at Boca Raton was probably one of the most successful ever held, with particular emphasis laid on club surroundings, service, etc.

Association members at the luncheon included John and Charles Mack, Bill Allison, Walter and Warren Emmerling, Jim Duff, Roy Farmer, George Riley, Bill White, Jack Arnold, Charlie Nonemacher, Herb Knecht, Bill Kunz, Earl Lingle, Earl Reagan, Bill Norton, Bill Close and the writer.

- ■ Al Vogler, of the Coffee Industries Co., recently announced that William Dilidine has entered the firm as a partner and will assume the duties of sales manager. Bill for many years was sales manager for MJB in the Southern California area.
- ■ Retail prices of Vacuum-pack coffee

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are now in the neighborhood of 77 to 79 cents, with several well known brands at 82 cents. With the green market firm at this time, it would appear that based on replacement costs, shelf prices will have to advance to at least 85 cents per pound, probably 90. Prices to the restaurant and institutional trade recently advanced, with the present range about 74 cents.

■ ■ Walter Chapman has joined The E. B. Ackerman Co., green coffee brokers and importers.

■ ■ J. B. S. Johnson, Jr., "Brit" of the Otis, McAllister Cos., with his wife, recently visited Los Angeles for several days on his way to the home office in San Francisco. "Brit" has been with the New York office for some months and will return shortly to resume his duties there.

■ ■ Victor J. Cain, formerly with the traffic department of Moore-McCormack Lines, has joined the brokerage firm of W. J. Morton, Inc.

■ ■ Among many Christmas parties attended by the coffee trade of Southern California were Bill Eagle's Pope & Talbot gathering and the party given by the Moore-McCormack Lines.

## Mexico

By DOUGLAS GRAHAME

- ■ President Miguel Aleman has appointed Juan Rebollo Clement chairman of the National Coffee Commission (Comision Nacional del Cafe) which has been created, by presidential decree, to stimulate the Mexican coffee industry. Mr. Rebollo Clement is a prominent coffee man and a lawyer.

Congress and the Senate approved President Aleman's request for the establishment of a special tax of four centavos per kilogram on coffee exports to provide funds for the Commission.

The trade hails the Commission as just what the Mexican coffee industry needs, since Mexican coffee production is much lower than it should be, a mere 15 quintales per hectare (2½ acres) compared to the 26 to 28 quintales per hectare in El Salvador.

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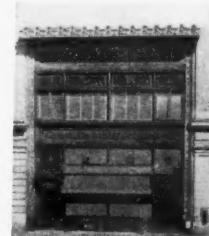
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